



# **First Quarter Update Report**

**February 2006**



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**Vision 2020**  
**The First Five Years and Beyond**

**Executive Summary**

*“Our Future..... Our Responsibility”*

This short statement was the beginning of a vision. A vision for the Greater Bakersfield community to describe what the future should look like and how we as a community can work together to make it happen.

As Bakersfield began looking at the beginning of a new century, an extraordinary effort was undertaken, involving more than 13,000 residents over 18 months to develop the vision we know today as Vision 2020. The final Vision 2020 report was issued in January 2001 and a website was created to keep the community informed of the Vision and its progress. Vision Forces were created to monitor and champion progress on the various areas that were identified as part of the Vision and the community got to work.

It has been five years since the Vision was created and it was time to review the progress and identify the next phase of the Vision... the next five years. Through the work of hundreds of individuals, the Vision has been reviewed and new priorities have been established. This report will summarize community input gathered using a survey which ranked Vision Focus Areas and their corresponding strategies on a 4 point scale - Very Important, Important, Somewhat Important and Not Important. Input was collected through a survey (hard copy and on-line) and community meetings. Please see the Methodology Section for more details in Appendix V.

The Vision 2020 First Quarter Review revealed that **Education** and **Quality of Life** are significantly the most important focus areas to the Greater Bakersfield community. Following is a brief synopsis of the top priorities in all the Vision Force Areas. We invite you to review the entire report for the details and statistics of this First Quarter progress report.

- **Education** - The top concern in education was promoting the strategy that all high school graduates are academically ready for a career, career training or post-secondary education of their choice
- **Quality of Life** - The community continues to identify improving air quality as the most important strategy facing them today. Reduction of crime through prevention is also very important to the community.
- **Economic Development** – The community highly encourages collaboration and a “work together” attitude as it involves supporting new and existing businesses. A strong need for involvement by educational institutions was identified.
- **Transportation** – High support was found to develop additional resources to leverage State and Federal funds in order to develop a better transportation system.
- **Community Planning** – The City and County working together in community planning to discourage non-contiguous development was a high priority for the community.

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## **Vision 2020**

### **The First Five Years and Beyond**

- **Youth and Family** – The community strongly supports the creation of a safe and enriching community known as a great place to raise a family with activities for all ages.
- **Health and Wellness** – The community advocated expanding the pedestrian / bicycle path as well as creating a city that is more pedestrian / bicycle friendly as a way to promote a healthier lifestyle.
- **Downtown** – 24-hour accessible parking was of major concern and showed a strong trend regarding the use of space, pedestrian use and traffic and parking issues.
- **Image** – Updating the Bakersfield monument signs and the “Bakersfield: Life As it Should Be” campaign, while not the top of the priority, were important, with many suggesting that as the Quality of Life improves so will the Image of the community.

A distinctive “Vision 2020” mindset has emerged which will be instrumental in continuing progress toward the Vision. There have been a number of major accomplishments – some of which were planned, i.e. direct outgrowths of specific Vision 2020 Action Plans; others of which were “unplanned” as community members have accepted the challenge to implement the Vision and taken the initiative to address Vision elements in new and creative ways.

This mindset is characterized by

- A spirit of collaboration and working together to solve problems and implement solutions
- A “can-do” attitude
- A forward-looking perspective, with the Vision as the goal
- The Vision Focus Areas are relevant and are on the right track

It was time to reassess the path toward the Vision and re-prioritize action plans and strategies, taking into account what we’ve learned in the past five years, what’s changed in the community and state since the Vision was created, and focus on the critical few.

*It is the community – the people of Greater Bakersfield – who will implement the action plans and achieve the Vision.*

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## Vision 2020 The First Five Years and Beyond

### Focus Areas Discussion

Community members and leaders have embraced the results of Vision 2020. A clear picture of the desired future for Greater Bakersfield was presented in the Vision 2020 report, and has been endorsed by tens of thousands of community residents. Various elements of the Vision have been included as objectives in city and county planning documents. Vision Forces have worked with stakeholders to make the dreams a reality. Specific results can be attributed to the spirit of collaboration brought about by groups working toward a common goal.

During the First Quarter Review, the community recognized that while there is much to be celebrated, there is still more work that needs to be done. Many of the areas of concern are still with us. The results of this review are a ranking of the strategies that will move Greater Bakersfield closer to its goals.

A review of the results of the first five years of the Vision 2020 implementation by Focus Areas is followed by a discussion of the prioritized strategies to be worked on in the next five years.

### Education

#### First Quarter Results

Greater Bakersfield's vision for education and lifelong learning is indicative of a community that values education for all its residents and has a comprehensive educational network that serves the needs of children and adults. The Vision 2020 process gave rise to ambitious plans to prepare young children for school, improve educational performance at all levels and raise the educational expectations and aspirations of all residents.

Over the past five years, the Vision 2020 process has helped raise the awareness of the importance of education, the knowledge of the issues facing education, and has increased the collaboration between educational institutions.

#### Selected Accomplishments

- The Target Reading First Collaborative was formed and has been working for two years to introduce children to reading at an early age.
- A web site has been established to provide information about the Collaborative efforts. [www.targetreadingfirst.org](http://www.targetreadingfirst.org)
- Greater collaboration among educational institutions has led to improved transition between grade levels.
- Teacher recruitment and retention strategies have been implemented and the teacher retention rate has improved to 90 percent.

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## **Vision 2020 The First Five Years and Beyond**

- Several programs have been implemented to promote literacy among young children and school readiness, including “Building Blocks to Reading Success” and “Ready to Start.”

### Focus Area Strategies in the Survey

Participants ranked each strategy according to level of importance, which are graphed on the following page: 1 – Not Important, 2 – Somewhat Important, 3 – Important, and 4 – Very Important. Participants ranked the following four Educational Strategies:

- Promote the importance of quality early childhood development and school readiness so that students enter kindergarten ready to learn.
- Promote the importance of reading as the most important part of a quality education through the efforts of community groups like the Target Reading First Collaborative.
- Promote the idea that all students graduating from high school must be academically ready for a career, career training and/or post secondary education of their choice.
- Raise the educational expectations of students, teachers, parents, and the community.

The summary of results is a compilation of web survey results, community meeting comments, and youth surveys. The appendices attached include all comments and information, which assisted in the analysis and summary. Please see appendices to gain further insight to rankings and trends.

### Survey Results

Education received a positive response to all strategies. Each of the strategies received approximately 80% indicating that it was Very Important and Important. There were some questions regarding what Target Reading First Collaborative entailed. One of the most common comments focused on the important role of the parent in a child’s education.

*“These strategies are lofty and I wonder how these goals will move the community to reaching them?”*

*“I think we fail our children/students when we put the burden of school readiness and quality education solely back on our local government. The expectations of parents and their involvement in their children’s education is key to any initiative.”*

*“Largest improvements in the education system start with the parents. If they are not behind it then it will fail.”*

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## Vision 2020 The First Five Years and Beyond

*“Too many High School students are graduating and are not ready for community colleges! Reading and writing skills are below 8th grade levels! Quit graduating students who do not EARN the High School diploma!”*

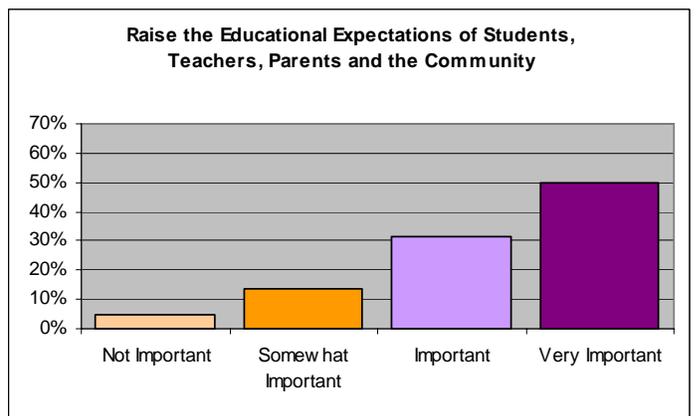
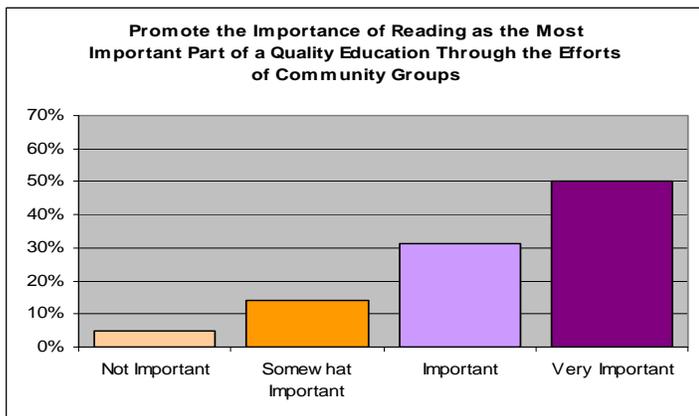
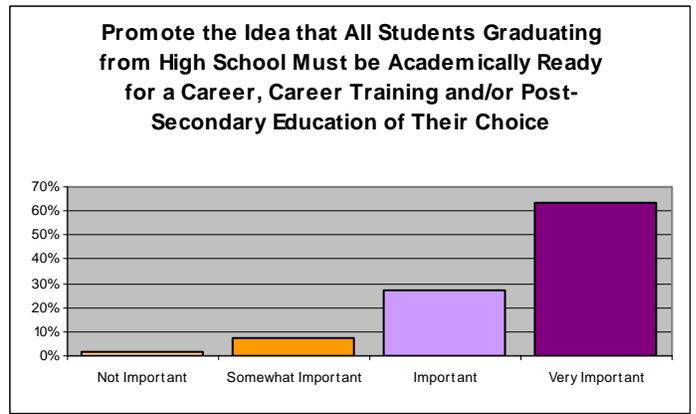
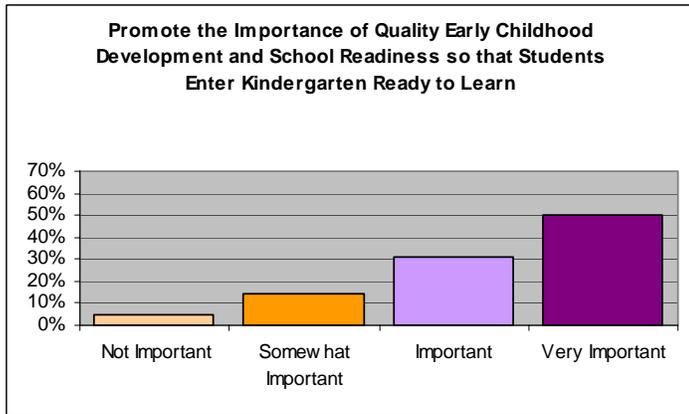
*“Well educated people succeed, earn more money, contribute to pleasant communities and pay higher taxes. Put the money where it has been PROVEN to work - in educating our population.”*

### Spotlight of Interests



Overall, respondents supported all four strategies. Comments stressed importance of the role of the parent. Comments also indicated that initiatives need to include parents in a key role. Education was an area that received support and had a high level of concern.

### Education Graphs of Results



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# Vision 2020 The First Five Years and Beyond

## Quality of Life

### First Quarter Results

The vision of “Quality of Life” in Greater Bakersfield encompasses environmental, esthetic and social concerns. The community envisioned itself as “forward-looking, friendly, safe and clean with esthetically pleasing physical surroundings that provide recreation and other family-oriented activities.” In all, the community established more than 30 long-term strategies to improve the overall quality of life in Greater Bakersfield. Top priorities included attainment of air quality standards, planting of trees to create a “greener” community, providing safe and culturally diverse options for recreation and maximizing the Kern River.

Identified quality of life issues also included affordable housing for all; tolerance, inclusiveness and cultural diversity; activities and opportunity for youth and seniors; and support of the arts.

### Selected Accomplishments

- Heightened awareness of air quality issues through increased outreach and public education programs.
- Greater use of alternative fuel and low or zero emission vehicles in Bakersfield. San Joaquin Valley Clean Cities Coalition members indicate an annual growth rate in their fleets of 17 percent, which is the estimated rate needed to achieve the goal of 10 percent usage by the year 2020.
- The Tree Foundation has planted over 3,000 trees in public locations since 2002.
- An increase in the number of “pocket parks,” including one at the new Amtrak station and Convention and Visitors Bureau office.
- An increase in cooperation and coordination of efforts within the arts community to improve local cultural and arts offerings.

### Focus Area Strategies in the Survey

Participants ranked each strategy according to level of importance, which are graphed on Page 18: 1 – Not Important, 2 – Somewhat Important, 3 – Important, and 4 – Very Important. Participants ranked the following five Quality of Life Strategies:

- Improve the air quality.
- Increase the number of trees providing shade. Create landscaped gateways, freeways, and arterial roads. Ensure enforcement of codes.
- Reduce crime in Bakersfield through prevention.
- Create an “easy to walk” city to encourage pedestrians, discourage “maze” developments and “island communities”.

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## Vision 2020 The First Five Years and Beyond

- Adopt universal curbside household recycling, keeping cost reasonable for residents and business owners.

The summary of results is a compilation of web survey results, community meeting comments, and hard copy surveys. The appendices attached include all comments and information, which assisted in the analysis and summary. Please see appendices to gain further insight to rankings and trends.

### Survey Results

Quality of Life received a strong response of support for all strategies. The following strategies are ranked in order of importance by adding Very Important and Important:

- Improve air quality – 94%
- Reduce crime – 94%
- Increase trees – 68%
- Promote recycling using curbside – 65%
- Create an easy to walk city – 61%

It is interesting to note that 78% of the responses ranked improving air quality as Very Important. It is also interesting that Youth response indicated a stronger response to recycling. A few comments give insight to the responses. One comment at a community meeting indicated that it was difficult not to support some of the strategies that were not specific and were positive in nature. It is important to note that the more specific a strategy becomes the more the opinions varied.

*“Improving air quality is probably most important, but I don’t see how that can be a reasonable accomplishment since much of our poor air quality can be contributed to smog from the bay areas”*

*“I would like to see a non-profit organization benefit from curbside recycling efforts. You may very well attract people to the program. The bulk of the population does not appreciate Smurfit benefiting from our \$80/yr fee to recycle.”*

*“The easy to walk city is of the utmost importance to those of us who cannot drive; as it is today, in some places, sidewalks are either in poor malignance or non-existent.*

*“The Kern River Parkway needs to be specifically included in any quality of life element.”*

*“I would recycle if you didn’t charge for the blue containers...so would thousands.”*

*“We need much more crime prevention efforts.”*

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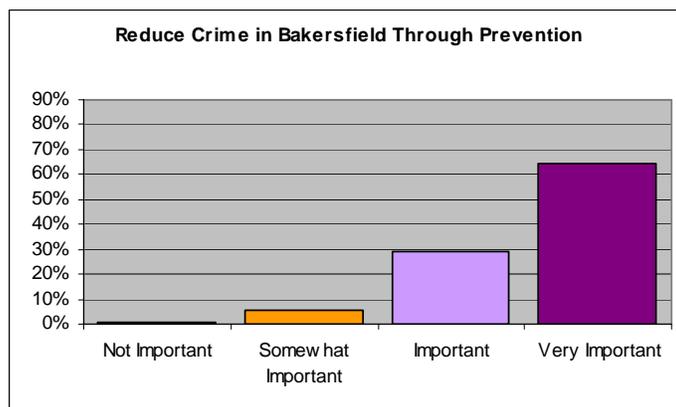
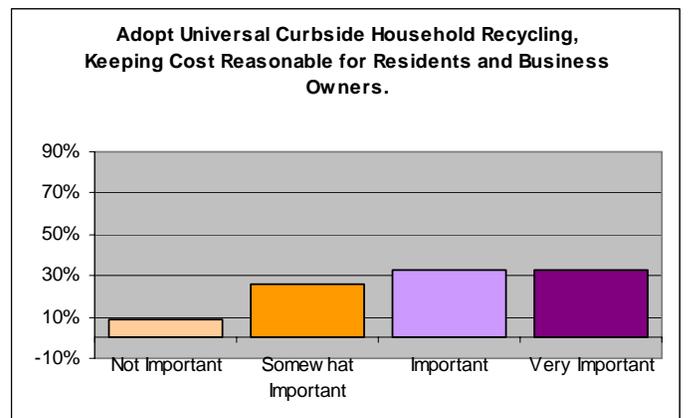
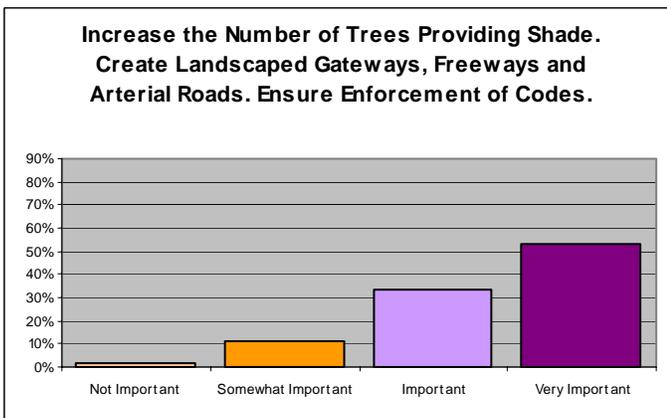
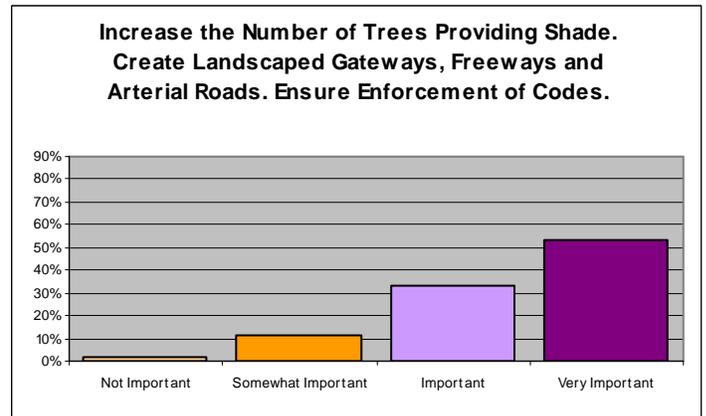
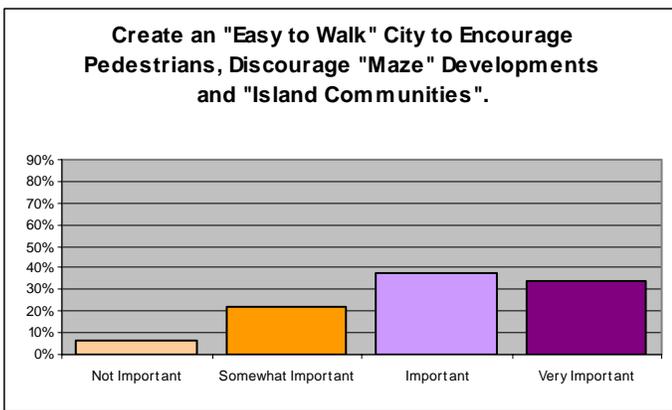
# Vision 2020 The First Five Years and Beyond

## Spotlight of Interests



Spotlight of Interest is predominantly on the quality of air, with over 94% indicating that it was either Very Important or Important. Comments also centered on creating a pedestrian friendly city and making recycling accessible without a fee.

## Quality of Life Graphs of Results



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## Vision 2020 The First Five Years and Beyond

### Economic Development

#### First Quarter Results

Greater Bakersfield's vision for economic development is that of "a community with a well-balanced economic base that provides diverse and stable employment opportunities with private and public sectors working together to enhance economic vitality..."

To achieve the vision, various public and private sector organizations have joined forces in a multi-disciplinary approach to economic development, which includes not only recruiting desirable business and industry, but also developing the community infrastructure to support 21<sup>st</sup> century business, ensuring an educated workforce, and assisting small business.

#### Selected Accomplishments

- Adoption by the County of Kern and the City of Bakersfield of an economic development study as their guiding economic development strategy. Coordinated efforts by Kern Economic Development Corporation (KEDC) and Kern County Board of Trade are targeting specific industries with the potential to offer entry-level through high wage paying jobs and career ladders.
- Formation of Connecting Kern County to inventory and assess communication, connectivity and high-speed infrastructure and needs.
- Development of *Tomatoes on Steroids* program, designed to assist small and medium sized business in the areas of finance, workforce and information.
- Development of State of the County Economy Report, which is presented annually at the Kern Economic Summit. The report tracks a wide variety of indicators over time to measure progress and status on issues such as median income, housing affordability and poverty rates.
- Recognition that early reading and pre-school needs are vital to long-term economic development. In the summer of 2005, 500 four-year-olds participated in the innovative "Ready to Start" pre-kindergarten program in the Greenfield and Rosedale Union School Districts.

#### Focus Area Strategies in the Survey

Participants ranked each strategy according to level of importance, which are graphed on the following page: 1 – Not Important, 2 – Somewhat Important, 3 – Important, and 4 – Very Important. Participants ranked the following four Economic Development Strategies:

- Align education with the needs of business so that students are prepared at all levels for success in the workplace.

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## **Vision 2020 The First Five Years and Beyond**

- Make sure that higher education fits the needs of the economy.
- Make sure that existing groups such as Bakersfield Chamber of Commerce, Kern Economic Development Corporation, Visitors Bureau, Small Business Development Center, and Vision 2020 committees work together and are supported to develop the local economy.
- Encourage collaboration and participation by business, education, and government in the implementation of the newly adopted county-wide economic development strategy.
- Continue to expand and broaden support for new start-ups and existing businesses.

The summary of results is a compilation of web survey results, community meeting comments, and youth surveys. The appendices attached include all comments and information, which assisted in the analysis and summary. Please see appendices to gain further insight to rankings and trends.

### Survey Results

Economic Development received positive responses to all strategies. The following strategies are ranked in order of importance by adding Very Important and Important:

- Work together – 82%
- Encourage collaboration – 79%
- Align education with economic needs – 76%
- Expand and broaden support for new start-ups – 75%.

It is important to note that the more specific a strategy becomes the more opinions vary. Comments provided a window to needs and opinions that could not be reflected in the rankings.

*“Encourage the City and County to utilize local professionals in the planning and development of projects for the City and County.”*

*“Current education practices in grades K-12 are driven by the state standards. It would only be possible to incorporate the needs of businesses into these grade levels if it matched state standards.”*

*“We should stress small businesses success and local ownership. Large chains provide a service and serve a purpose, but they don’t build the town and don’t have the atmosphere that gives a town it’s character.”*

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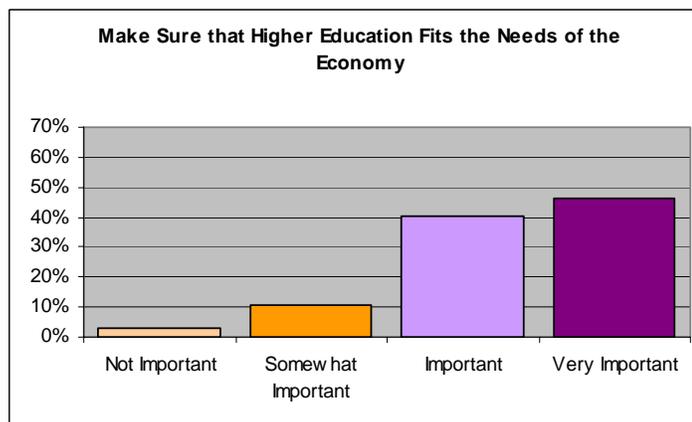
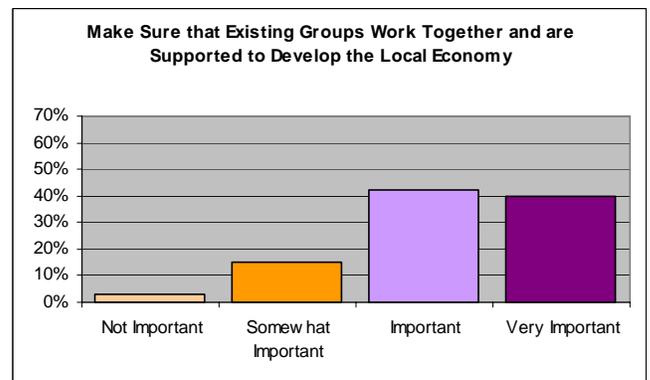
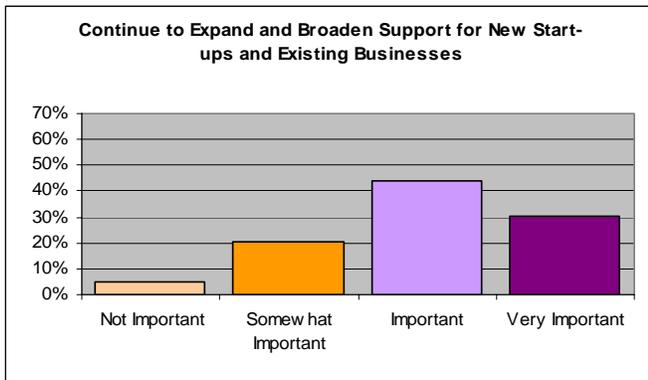
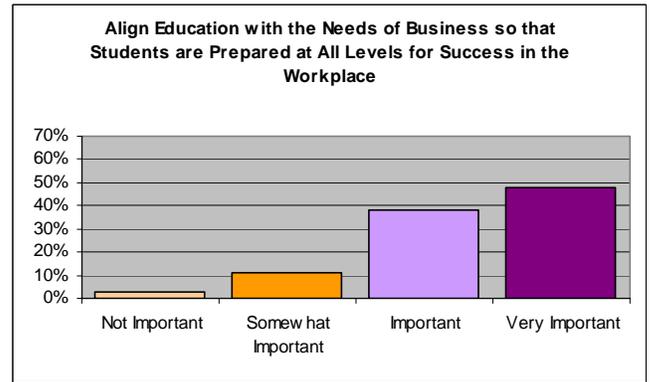
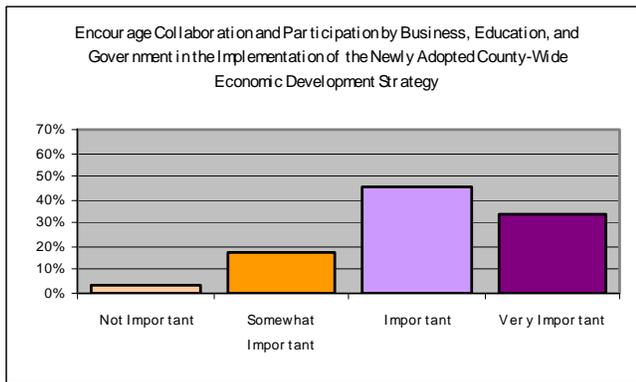
# Vision 2020 The First Five Years and Beyond

## Spotlight of Interests



While the community encouraged government support of business, balance between supporting new businesses and existing businesses was sought. Also, the need for educational institutions to be involved with the business community was strongly desired.

## Economic Development Graphs of Results



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## Vision 2020 The First Five Years and Beyond

### Community Planning and Transportation

#### First Quarter Results

Planning for the growth of Greater Bakersfield in a logical, coordinated and manageable way was a top priority identified in the visioning process for community planning and transportation. The community envisioned itself as one with “a clear set of development and land use policies that discourage urban sprawl and leapfrog development into prime agricultural lands.” Having learned from the mistakes of the past, the community stressed the need for cooperation among City and County policy makers, private developers and state and federal authorities to develop a well-planned community. The community has recognized the link between transportation and land use, and is more attentive to how one impacts the other.

Over the past five years, the Vision 2020 ideal of collaboration has been achieved in a number of ways. City and county development policies are more complementary than ever before. The two entities have cooperated to adopt a shared vision for our region’s highway network and, along with Kern Council of Governments, reached consensus on a downtown location for a high-speed rail station. Policies are now in place to discourage leapfrog development, encourage infill development in blighted areas, and safeguard business, residential and agricultural interests.

At the time of the visioning process, few people could have imagined the boom in development that is currently underway in Greater Bakersfield. But, thanks to the spirit of the vision, Greater Bakersfield is poised to meet the challenges it presents.

#### Selected Accomplishments

- The County of Kern and the City of Bakersfield have updated the Bakersfield Metropolitan General Plan, reflecting a new Route 58. Both entities adopted Alternative 15 and a systems approach for future roads and freeways.
- The City and County Specific Plan identifies a South beltway that is pending Caltrans Route Adoption Process.
- Funding was obtained for a new airport terminal and runway extension was completed.
- Formation of Kern County Citizens for Quality Transportation, a broad-based group to identify additional revenue sources to fund local transportation infrastructure needs.
- Universal trash collection was passed in Kern County to help prevent illegal dumping. Scheduled curbside bulky waste pickup has been initiated.

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## Vision 2020 The First Five Years and Beyond

### Focus Area Strategies in the Survey

Participants ranked each strategy according to level of importance, which are graphed on the following page: 1 – Not Important, 2 – Somewhat Important, 3 – Important, and 4 – Very Important. Participants ranked the following four Community Planning Strategies:

- Encourage the City and County to work together on land use and development so that growth is acceptable and desired.
- Encourage infill, discourage non-contiguous (not next to each other) development by requiring that developers provide infrastructure (i.e. roadways, water, etc.) or pay additional fees.
- Create additional revenue resources to qualify for funding for local transportation money at the State and Federal level.
- Continue to pursue an east/west freeway.

The summary of results is a compilation of web survey results, community meeting comments, and youth surveys. The appendices attached include all comments and information, which assisted in the analysis and summary. Please see appendices to gain further insight to rankings and trends.

### Survey Results

**Community Planning** received positive responses to the strategies with 88% indicating that it was Very Important or Important to encourage the City and County to work together and similarly 80% indicating that it was Very Important or Important to discourage non-contiguous development or pay additional fees. It is important to note that a very small percentage indicated that either of these strategies were Not Important 2% and 5% respectively. The following comments shed some light on some of the issues and suggestions from the community.

*“If City and County work together we would definitely get more done.”*

*“Developers **MUST** pay more of their fair share to ensure that our infrastructure needs don’t have to be borne solely by Kern County residents.”*

*“Our plan for growth has been atrocious.”*

*“No more leap frog development.”*

*“I feel that the City and County are missing a great opportunity by not combining their strategies and efforts to develop the Kern River Corridor into a green attraction.”*

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## Vision 2020 The First Five Years and Beyond

*“Growth is out of control and unstructured.”*

*“The infill situation is MOST IMPORTANT. Bakersfield has too much hopscotch development. Once valuable farm land is paved and developed it is gone for good.”*

**Transportation** had two distinct strategies that received a positive response overall. Respondents indicated at 76% that they support additional resources to leverage State and Federal funds, equally divided between Very Important and Important. Only 6% indicated that this was Not Important. Similarly, there was strong support for completing Route 58 with 83% indicating it was Very Important and Important. Of the 83%, 56% responded that it was Very Important. The following comments shed light on trends.

*“The East West Freeway is vital to the growth of Bakersfield. Traffic is very congested on Rosedale and is very heavy on Stockdale Highway.”*

*“A self help initiative is a crucial piece of the puzzle to improve our transportation system. For so long we have been sitting on a 'one-legged' stool with our State and Federal funding sources and traffic impact fee program.”*

*“Less emphasis on freeways, more on public transportation that is quick and efficient.”*

*“No New Taxes!!” “Before building, try fixing”*

*“I assume we’re talking about the Beltway (the one we’ve been grappling with for some many years- I think there are 9 possible routes so far???)*

*“A regressive sales tax should not be implemented here. I think a toll road should be considered as part of the east/west freeway. Let the road users pay for the road through tolls or fuel taxes. Most of us don’t need any more roads and don’t want to pay.”*

*“We are in desperate need of a public transportation system that WORKS.”*

*“Create a loop around the city as well, not that there aren’t any obstacles. Why not make it a toll road for 20 years to pay for itself?”*

### Spotlight of Interests



The majority of the respondents indicated that collaboration and infill development were Very Important and Important. The comments stressed the importance of planning and collaboration. There was also concern regarding infrastructure development of roads and pedestrian routes.

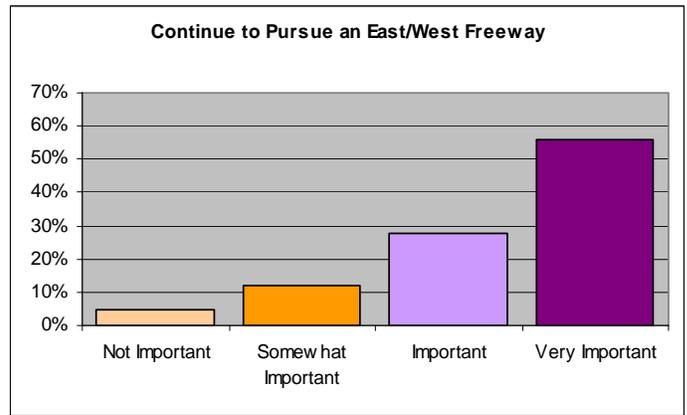
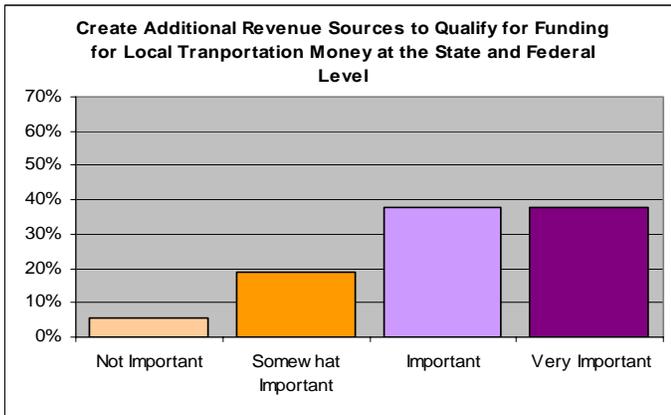
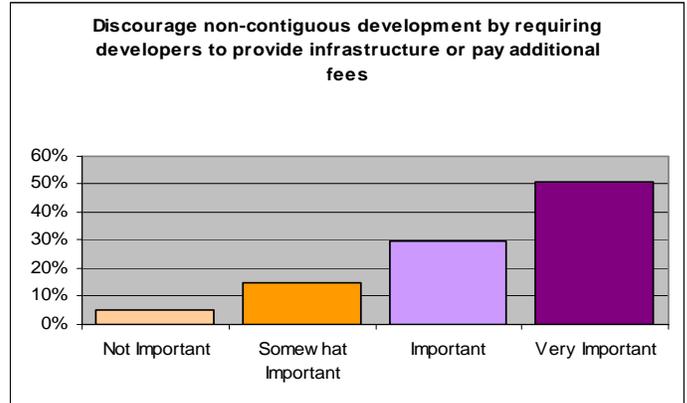
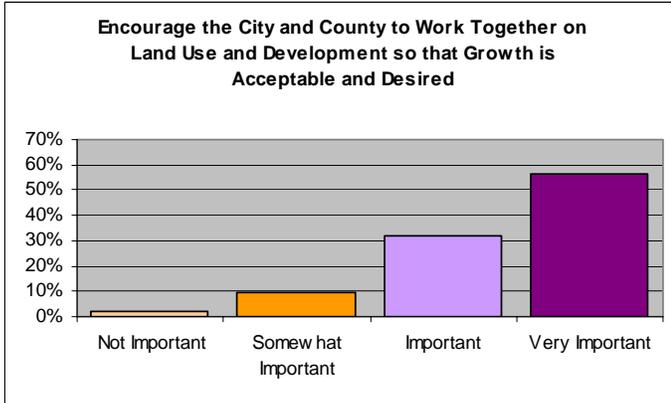
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## Vision 2020 The First Five Years and Beyond

The majority of respondents indicated support for completing Route 58 and for increasing local funds. The comments provided information on how this could be completed from increasing taxes, not increasing taxes, toll roads, fixing roads to strengthening the public transportation system. The consensus centered on an urgent need for a planned transportation system with foresight for growth.

### Community Planning and Transportation Graphs of Results



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**Vision 2020**  
**The First Five Years and Beyond**

**Youth and Family**

First Quarter Accomplishments

Issues of youth and family life were woven throughout the original Vision 2020 report. Fifteen strategies originally identified by the Education, Quality of Life and Community Planning Vision Forces have been pulled together to be addressed by the Youth and Family Vision Force in addition to the issues initially assigned to the Vision Force.

Efforts over the past five years have concentrated on providing leadership development opportunities for young people and increasing and publicizing free and low-cost recreational opportunities for families.

*Selected Accomplishments*

- The City Police Department has implemented community-oriented policing throughout the city to enhance neighborhood safety.
- Bakersfield Police Department has assigned 13 officers to various schools.
- The Youth Leadership Bakersfield program has been implemented by Greater Bakersfield Chamber of Commerce to develop future community leaders. 2005 marks the 4<sup>th</sup> year of the program.
- The City of Bakersfield has created a Recreation and Parks master plan.
- 1,200 students attended the 2004 Leaders-n-Life Youth Conference, planned by youth for youth.
- Youth exiting the foster care system are receiving support in housing, education and job training through collaborative efforts.
- The Kern County 4-H hosted a "Local Conversation" as part of a national conversation to find ways to improve the future of youth.
- The Child Care Council has completed a community-wide needs assessment to identify childcare needs throughout Kern County.
- East Bakersfield Community Coalition is now providing activities such as Cub Scouts and ESL classes at the Sheriff's sub-station in East Bakersfield.

Focus Area Strategies in the Survey

Participants ranked each strategy according to level of importance, which are graphed on the following page: 1 – Not Important, 2 – Somewhat Important, 3 – Important, and 4 – Very Important. Participants ranked the following four Youth and Family Strategies:

- Create a safe and enriching community known as a great place to raise a family with activities for all ages.
- Support affordable choices for those in need of quality child care.
- Have more opportunities for senior citizens in the community.

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<http://www.bakersfieldvision2020.com/>

## **Vision 2020 The First Five Years and Beyond**

- Provide broad-based recreation programs in all neighborhoods of Greater Bakersfield.

The summary of results is a compilation of web survey results, community meeting comments, and youth surveys. The appendices attached include all comments and information, which assisted in the analysis and summary. Please see appendices to gain further insight to rankings and trends.

### Survey Results

All four Youth and Family strategies received strong support. Creating a safe and enriching community known as a great place to raise a family with activities for all ages was ranked Very Important or Important by 90% of respondents. This was followed by roughly 70% Very Important and Important combined for affordable choices for child care, opportunities for senior citizens, and broad-based recreation programs in all neighborhoods of Greater Bakersfield. The comments provide insight to the trends outlined previously.

*“Family is everything to people. Everyone wants to live in a safe place.”*

*“We need better parks, affordable child care and easier transportation.”*

*“We need to coordinate parks and recreation activities with school districts....efficient use of funds and resources...and effective, winning results. See model of Clovis school districts and Clovis parks and recreation, they work together with combined resources and get great results!”*

*“After school programs are a wonderful way to support families and communities! These programs support multiple goals mentioned in the vision (childcare, reading, community service, collaboration, career exploration, etc.) The assets of after school programs are infinite!”*

*“Now that I’m a senior, I am aware of the numerous activities for seniors – some affordable—some not. Hooray for the senior discount! Transportation can be challenging.”*

*“Seniors in the community need access to part-time employment to help supplement their income (or cheaper Senior housing), as housing has become so expensive Seniors can no longer maintain their own household.”*

*“I would like to see Bakersfield live up to its reputation of “being a great place to live and raise a family” by making a concerted local effort to support community and family centers that provide both educational and recreational programs for children.”*

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## Vision 2020 The First Five Years and Beyond

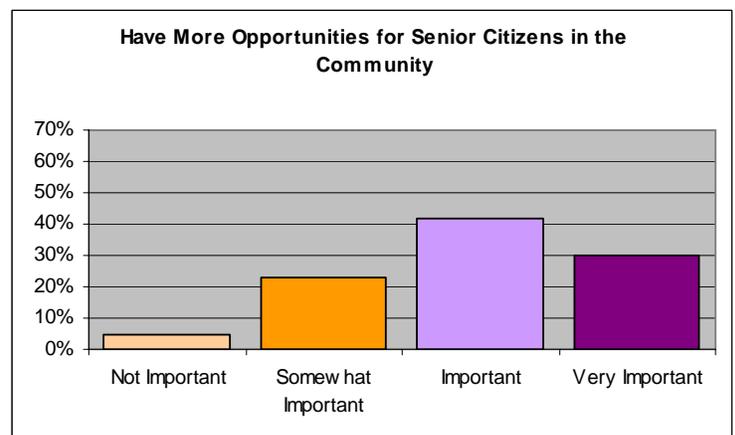
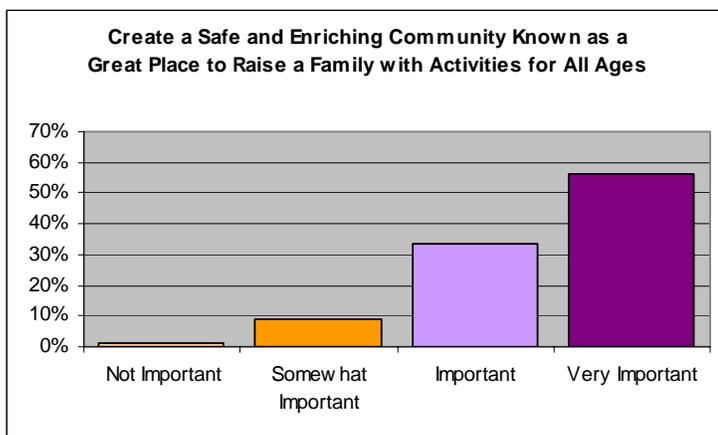
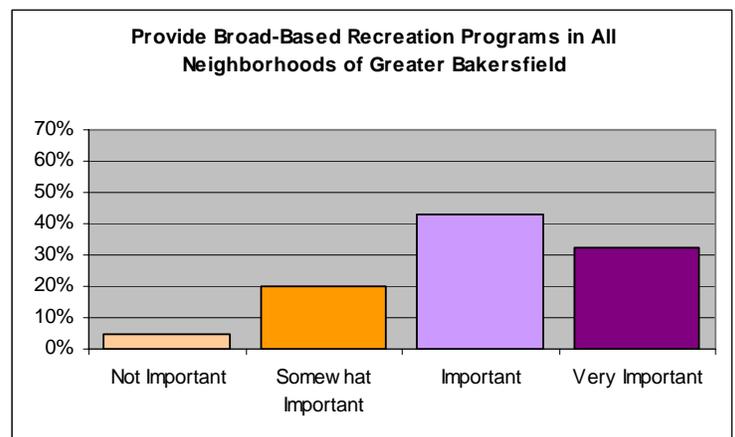
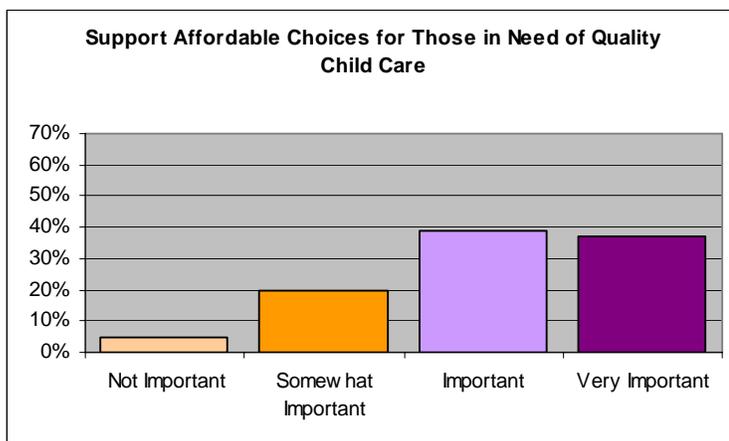
*“These strategies are all too general to be answerable. Of-course we want a ‘safe and enriching’ community. How do you plan to help bring that about?”*

### Spotlight of Interests



The majority of respondents rated all four strategies within this area important. Community is of high priority for youth, families and seniors. There were a few comments that inquired how this would be accomplished and through what resources, but more comments that focused on innovative use of resources, land, collaboration and co-location of parks, schools, community activity centers, and pools. Based on results and comments, respondents also acknowledged that a “good place to live and raise a family” involves much more than entertainment, parks and activity centers...but also the safety of those areas as well. Concerning affordability, both housing prices and access to “quality” child care were mentioned.

### Youth and Family Graphs of Results



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## Vision 2020 The First Five Years and Beyond

### Health and Wellness

#### First Quarter Results

Although not a part of the original Vision 2020 report, a Health and Well-Being subcommittee subsequently completed community wide meetings and the development of strategies for a healthier community. A new Vision Force was created to refine the strategies and action items as well as to monitor the progress.

Ten priority health issues were identified:

- Air Quality
- Obesity
- Teen Pregnancy
- Cardiovascular Disease
- "Medical Home"
- Need for Health Care Professionals
- Cancer
- Drugs
- Health Curriculum K-12
- Sexually Transmitted Diseases

The Health Vision Force has focused on reducing obesity in the community with two goals:

- Decrease Childhood Obesity so that 80% of children maintain a healthy weight level
- Increase the percentage of adults at a healthy weight level in Kern County to 60%.

#### Selected Accomplishments

- Formation of Get Moving Kern, a nutrition and physical activity community coalition, including the following organizations: *Healthy Start/Americorps, Kern Family Health Care, Bakersfield City School District, Health Net, Kern County Health Department, Delano Regional Medical Center, Stewart Title, Mercy Hospital, Glinn & Giordano Physical Therapy, American Cancer Society, Community Action Partnership of Kern, Panama-Buena Vista School District, Standard School District, Kern County Superintendent of Schools, Lamont/Weedpatch Partnership, American Heart Association, 5 A Day, United Way, Clinica Sierra Vista.*
- Created a website [www.GetMovingKern.org](http://www.GetMovingKern.org) that is dedicated to healthy eating and active living in Kern County.

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## **Vision 2020 The First Five Years and Beyond**

### Focus Area Strategies in the Survey

Participants ranked each strategy according to level of importance, which are graphed on the following page: 1 – Not Important, 2 – Somewhat Important, 3 – Important, and 4 – Very Important. Participants ranked the following two Health and Wellness Strategies:

- Continue to encourage our community to decrease obesity and promote a healthy lifestyle.
- Create a major marketing campaign and healthy community programs.

The summary of results is a compilation of web survey results, community meeting comments, and youth surveys. The appendices attached include all comments and information, which assisted in the analysis and summary. Please see appendices to gain further insight to rankings and trends.

### Survey Results

Health and Wellness had two distinct strategies; one focused on encouraging the community to decrease obesity and promote a healthy lifestyle and a media marketing campaign to help accomplish this strategy. The first strategy, which was more general in nature, received strong support, with 73% indicating it was Very Important or Important. The second strategy, the marketing campaign, received less support, with 67% indicating it was Very Important or Important and 44% indicating it was Somewhat Important or Not Important. The following comments shed some light on the disparity in responses.

*“Good luck on this one”*

*“Again, people should be accountable for their own actions. Why should I have to pay for those who can’t control their eating or lack of activity?”*

*“Why is this concern of local government.”*

*“This is an individual decision. Allocate resources to more pressing issues.”*

*“Parks, parkways, trails promote health.”*

*“Marketing campaign? Why should this city spend money on what is already advertised and published on TV, Radio, magazines, etc.?”*

*“Where are all the bicycle lanes? The bike path is great, but how do we ride a bike to the path? Commute to work via bike? There are many good reasons to have bike lanes.”*

*“Build more bike paths and an awareness program for cyclists and motorists to enjoy the road together.”*

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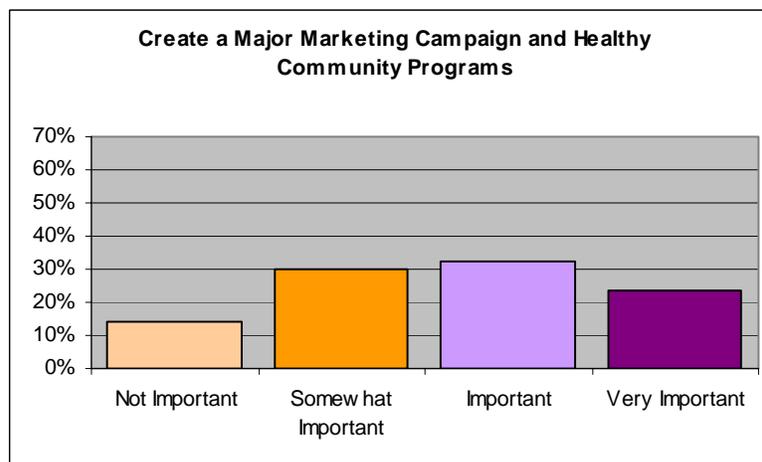
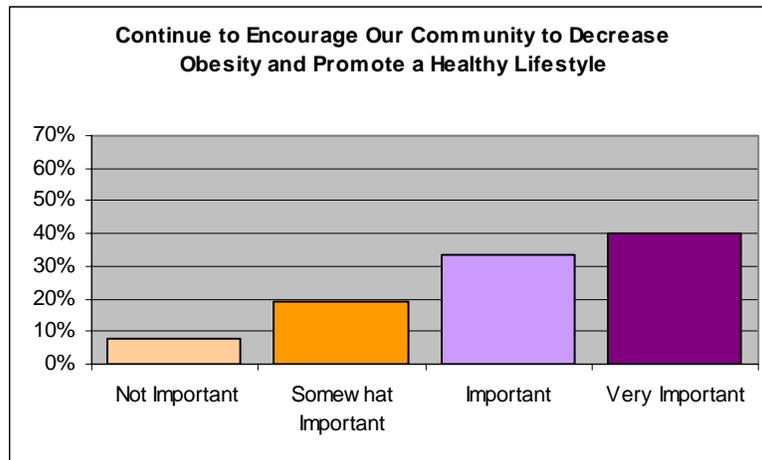
# Vision 2020 The First Five Years and Beyond

## Spotlight of Interests



The majority of respondents indicated support for Health and Wellness; however, there were significant number of comments that questioned the use of resources for a marketing campaign. Comments did focus on expanding the pedestrian/bicycle paths to help support these strategies. The suggestion centered on creating a city that is more pedestrian and bicycle friendly and thereby promotes a healthier lifestyle. The concept is that physical activity can be more easily incorporated into Bakersfield lifestyle with bike paths that can be used for commuting and playing.

### Health and Wellness Graphs of Results



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## **Vision 2020 The First Five Years and Beyond**

### **Downtown**

#### First Quarter Results

Five years ago, the community established a vision of Downtown Bakersfield as "...an inspiring magnet for those who live, work, or play there and is truly the 'heart of the City'." The community envisioned a downtown that is safe, architecturally pleasing, and a thriving center of activity including business, retail, government, entertainment, and residential uses.

The vision for Downtown was brought into focus by a three-day planning Charrette in 2001, in which more than 135 local residents and business leaders worked with architects, planners and local officials to develop ways to bring the vision to life. A second Charrette was held in 2003 for the Old Town/Baker Street area.

Today, the heart of the city beats vigorously. Downtown is a greener, more vital and inviting place. Landscaping, lighting and streetscape projects enhanced the look of the area and made it more pedestrian-friendly. The vision of mixed-use development is being realized through diverse types of housing, new commercial projects and restoration of historic structures. The City has made the continued improvement of downtown a matter of policy by incorporating Vision 2020 and Charrette concepts into City Council priorities.

#### *Selected Accomplishments*

- A landscape ordinance was approved to increase the amount of shade coverage from 30% to 40% in parking lots.
- Wall Street Alley was completed.
- A new 40,000 square foot Aquatics Center and Ice Rink was constructed and opened in 2004.
- A new Visitor's and Convention Bureau was constructed.
- The Padre Hotel continues rehabilitation into apartments and retail shops.
- An 80-unit senior housing project on R Street was completed.
- The construction of 74 cottages north of the Bakersfield Museum of Art is expected to be completed by October 2005.
- 160 senior housing units on California Avenue and M Streets will be completed in 2005.

#### Focus Area Strategies in the Survey

Participants ranked each strategy according to levels of importance, which are graphed on Page 14: 1 – Not Important, 2 – Somewhat Important, 3 – Important, and 4 – Very Important.

*Visit the Greater Bakersfield Vision 2020 website for reports on the Vision and its progress*

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## **Vision 2020 The First Five Years and Beyond**

Participants ranked the following four Downtown Strategies:

- Have development that is a mixture of housing, retail, and commercial uses in the downtown area.
- Go forward with the Mill Creek Project that will divert water to create a river street in the downtown area. (This area will then become a center for the community activities and outdoor entertainment.)
- Create a Federal Courthouse in the downtown Area.
- Have more parking downtown available 24 hours that is close and easy to access.

The summary of results is a compilation of web survey results, community meeting comments, and hard copy surveys. The appendices attached include all comments and information, which assisted in the analysis and summary. Please see appendices to gain further insight to rankings and trends.

### Survey Results

Trends can be clearly seen by adding the percentage of Very Important and Important responses and looking specifically at the percentage of Not Important responses. The following strategies are ranked in order of importance by adding Very Important and Important:

- Parking – 72%
- Mixed Development – 64%
- Federal Court House – 51%
- Mill Creek Project – 44%.

Mill Creek Project and Federal Court House support varied from strong enthusiasm to strong apprehension or no support. It is interesting to note that the Mill Creek Strategy had 27% marked Not Important and similarly 18% of respondents marked Not Important for Federal Court House. In the comment section, there are requests for clarification and more information specifically regarding the Mill Creek Project. Comments also expressed enthusiasm or reservation for strategies. The following are a few excerpts from the comment section.

*“I am excited about the Downtown development. Keep up the good work and develop the Downtown area.”*

*“Would like to see the downtown area less congested with vehicles and more pedestrian friendly.”*

*“The Mill Creek Project, I don’t know about it, if it’s just to have a river street, than it’s not important. I don’t know if it can be used for other things.”*

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## Vision 2020 The First Five Years and Beyond

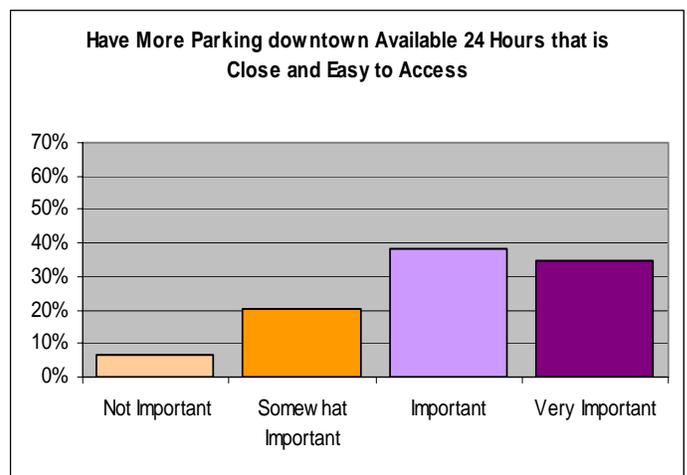
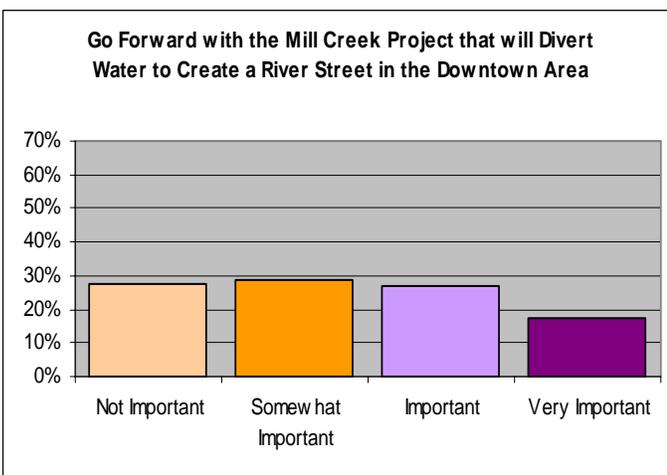
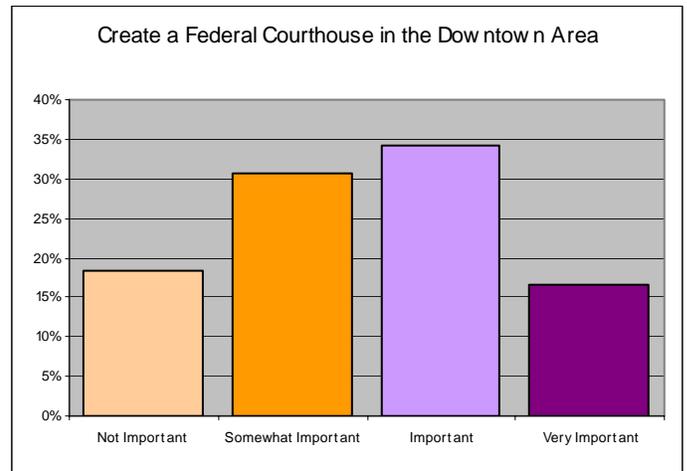
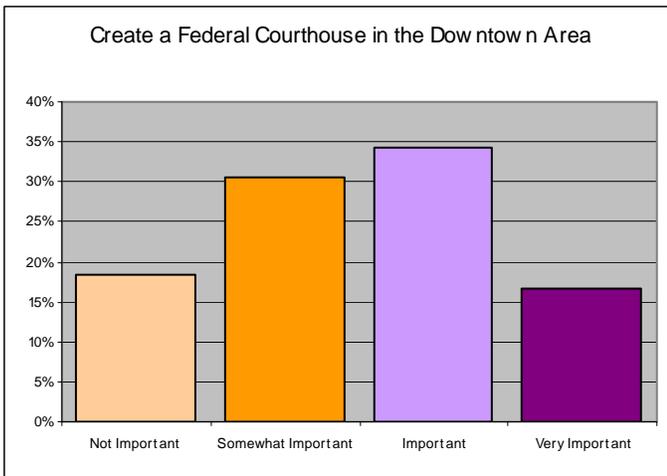
*“I suggest creating a pedestrian and bicycle friendly link between downtown, and the Kern River Parkway. One idea is to build a class one bike path along the Santa Fe railroad track rights of way Chester Ave to Kern River Bike Path.”*

### Spotlight of Interests



Spotlights of Interest are Parking and Mixed Development demonstrating high support. There was a strong trend regarding the use of space, pedestrian use, and traffic and parking issues. *“A downtown that is safe and accessible 24 hours would be an outstanding goal.”*

### Downtown Graphs of Results



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## Vision 2020 The First Five Years and Beyond

### Image

#### First Quarter Results

When the residents of Greater Bakersfield envisioned their community's image in the year 2020 they wanted to be known around the state and the nation as a thriving, friendly and diverse place to work and live, and as "a community that has a positive perception of itself." However, there was no denying that Bakersfield had an image problem...and part of the problem was right here at home.

Improving Bakersfield's image is more than a matter of local pride. Our image affects our ability to attract new business, tourism and new residents.

Go to [www.lifeinbakersfield.com](http://www.lifeinbakersfield.com) to learn more about the campaign.

A research firm was hired to conduct a baseline study of Bakersfield's image among business decision-makers and travelers. The researchers also studied how local residents themselves felt about their community. It became clear that improving our city's image would require work both internally and externally.

**The complete consultants' report is available online at**  
<http://bakersfieldvision2020.com/actionplanprogressreports.html>

A marketing consulting firm was hired and the new Bakersfield brand, "Bakersfield: Life as it Should Be," logo and tagline were developed. A brand strategy and marketing toolkit were developed and are now available for use by local businesses, schools, organizations and individuals to project a positive and consistent image of Greater Bakersfield. The materials in the toolkit include a logo, print ad, a usage manual and photo collections.

A "company store" has been developed for purchase of promotional material and a website has been developed specific to the brand.

Visit the store at <http://www.bakersfieldlifeasitshouldbe.org/>

#### Focus Area Strategies in the Survey

Participants ranked each strategy according to level of importance, which are graphed on the following page: 1 – Not Important, 2 – Somewhat Important, 3 – Important, and 4 – Very Important.

*Visit the Greater Bakersfield Vision 2020 website for reports on the Vision and its progress*  
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## Vision 2020 The First Five Years and Beyond

Participants ranked the following two Image Strategies:

- Implement the “Bakersfield Life As It Should Be” campaign including businesses, agencies and organization’s communications (i.e. newsletters, stationary, advertisement, signs etc.)
- Update the monument style “Welcome to Bakersfield” signs on Highway 99.

The summary of results is a compilation of web survey results, community meeting comments, and hard copy surveys. The appendices attached include all comments and information, which assisted in the analysis and summary. Please see appendices to gain further insight to rankings and trends.

### Survey Results

Trends can be clearly seen by adding the percentage of Very Important and Important responses and looking specifically at the percentage of Not Important responses. The following strategies are ranked in order of importance by adding Very Important and Important: Update the Monument Signs at 34% and Bakersfield Life As It Should Be Campaign at 33%. At the same time, nearly 33% of responses indicated that updating the monument signs was Not Important. The Bakersfield Life As It Should Be Campaign received a similar response with 26% of the participants marking it Not Important. The comments give more details to these responses:

*“I don’t quite understand the ‘Life As It Should Be Campaign’. It needs work. It could backfire on the image campaign. I think some focus groups might need to be done to see what people know and understand about this campaign.”*

*“Need to implement the ‘Life As It Should Be Campaign’ as soon as possible.”*

*“Do not have knowledge of the campaign.”*

*“Our moment sign is shameful. It looks institutional and is not welcoming.”*

*“The welcome signs on 99, while not the best looking things on the earth do their job. Please don’t spend my tax money on updating them.”*

### Spotlight of Interests



Spotlight of Interests vary widely on each strategy ranging from revisiting the marketing campaign, implementing the campaign, updating the signs, to keeping signs as is. These disparities in opinions may indicate a need to explore impact of the campaign and the key strategies. There was more than one comment inquiring for more information specifically on the marketing campaign.

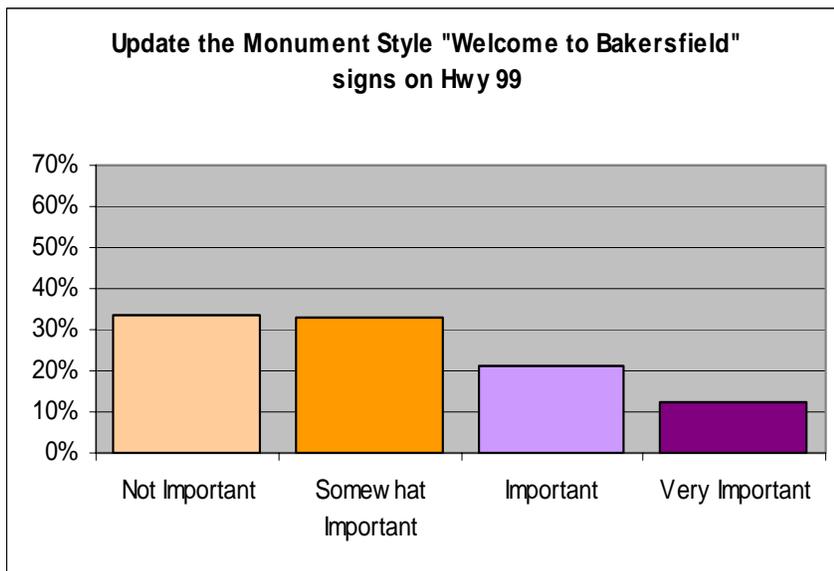
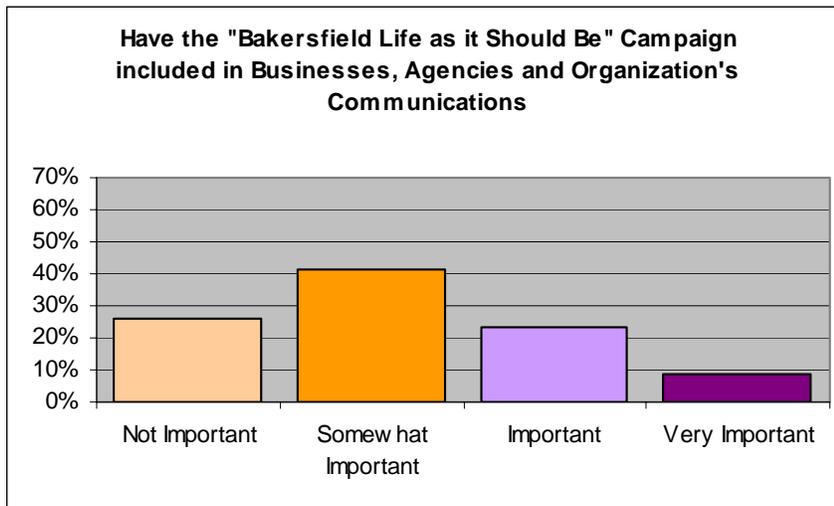
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## Vision 2020 The First Five Years and Beyond

At the same time, there were numerous comments regarding the signage on Highway 99. Finally, there were a few comments that suggested that the image of Bakersfield would improve as the quality of life improved.

### Image Graphs of Results



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**Vision 2020  
The First Five Years and Beyond**

## **Appendix I - Acknowledgements**

### **Contributing Visionaries**

*We are appreciative of the contributions the following companies have made that enabled this update.*

- Aera Energy LLC
- Bakersfield City School District
- Chevron
- County of Kern
- Clear Channel TV and Radio
- Greater Bakersfield Chamber of Commerce
- Kern County Superintendent of Schools

### **First Quarter Update Team**

*The First Quarter Update Team invested many hours to ensure the community's voice was heard for the next quarter's focus for Vision 2020.*

Brooke Antonioni	Nora Dominguez	Kay Pitts
Sarah Futrell Baron	Susie Geiger	David Plivelich
Beth Brookhart	Della Hodson	Greg Williamson
Debra Burris Garofolo	Chad Manning	
Kevin Burton	Matthew Park	

### **Community Meeting Hosts**

*Each community meetings was hosted by a member of the Board of Supervisors or a member of the City Council. The First Quarter Review Team would like to express its appreciation to them for their support.*

Sue Benham	Harold Hanson	Michael Rubio
David Couch	Barbara Patrick	Zack Scrivner

## Vision 2020 The First Five Years and Beyond

### Community Meeting Volunteers

*The community meetings would not have been possible without the support and facilitation skills of members of the community. The First Quarter Review Team is appreciative of their spirit of volunteerism.*

Peggy Dewane  
Pope  
Bette Horn  
Sheri Horn-Bunk  
Dana Karcher  
Kathleen Kress

Stephanie Lynch  
Mary McCabe  
Harley Pinson  
Caroline Reid  
Barbara Rycerski  
Philip Ryall

Deepti Trivedi  
Debra Swen  
Leslie Watson  
Lois Watson

### Facilitation Team

*The Greater Bakersfield Vision 2020 Facilitation Team was instrumental in commissioning and guiding the First Quarter Update Team.*

Lou Barbich  
Sheryl Barbich  
Ken Carter  
Patrick Collins  
Roger Christy  
Tom Corson  
Chris Frank

Jim George  
Bernie Herman  
Susan Hersberger  
Roger McIntosh  
Danielle McKinney  
Debbie Moreno  
Barbara Patrick

David Price III  
John Pryor  
Larry Reider  
Linda Robinson  
John Stinson  
Wendy Wayne  
Barry Zoeller

### Facilitation Team Resources

Richard Beene  
Sue Benham  
Shirlyn Davenport

Brandi De la Garza  
Harvey Hall  
Mike Maggard

Chester Moland  
Ray A. Watson

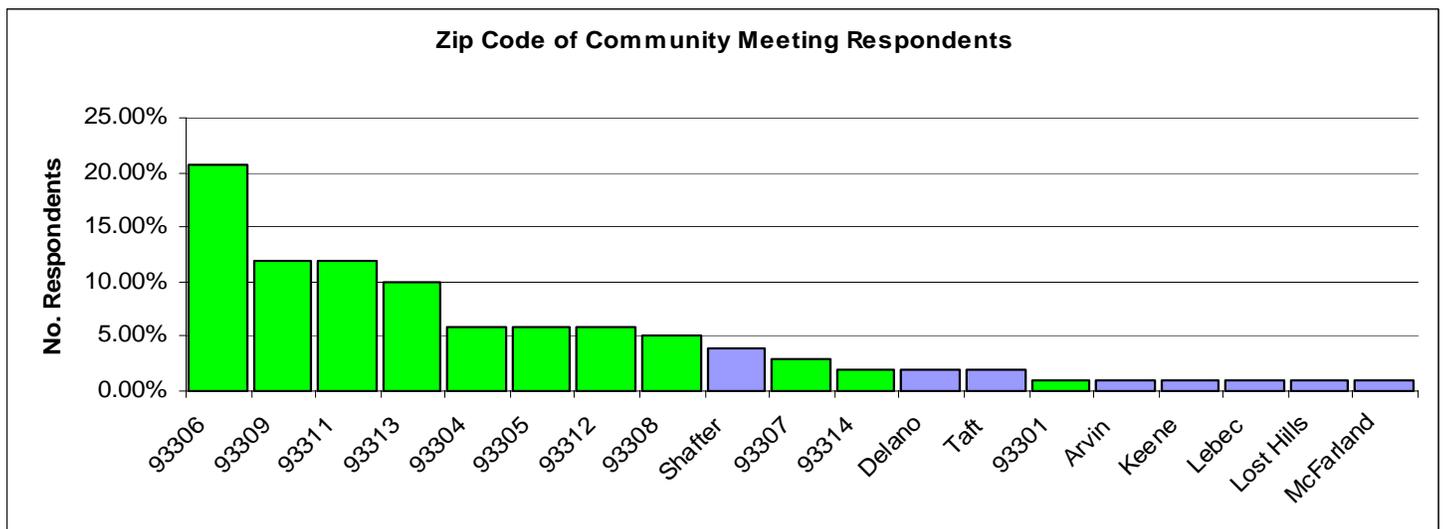
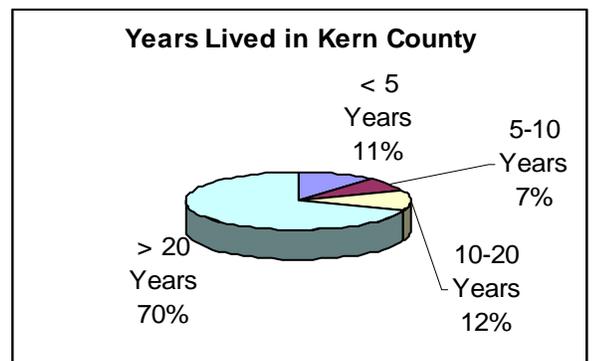
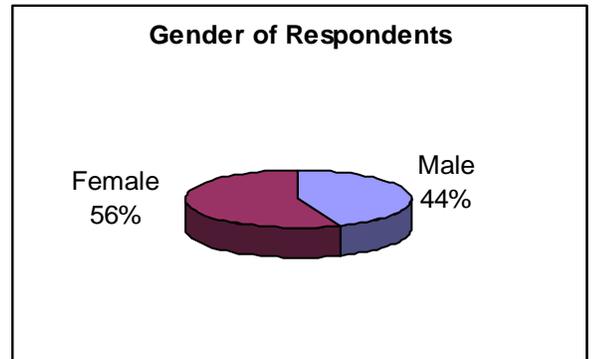
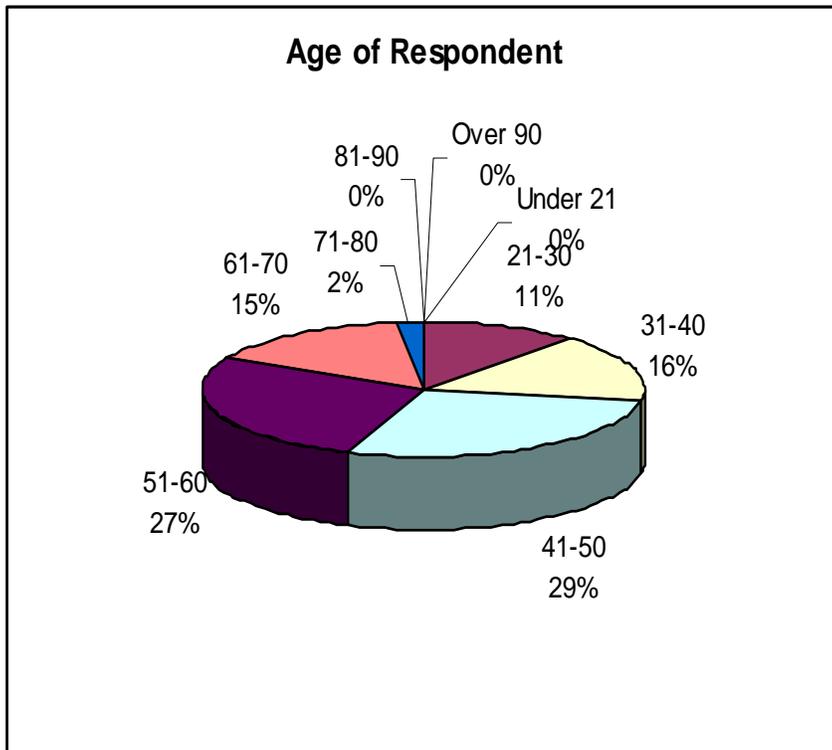
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**Vision 2020  
The First Five Years and Beyond**

**Appendix II - Demographic Data  
Community Meeting Participants**

Ninety-seven of the 138 community members chose to provide demographic data. It is as follows:



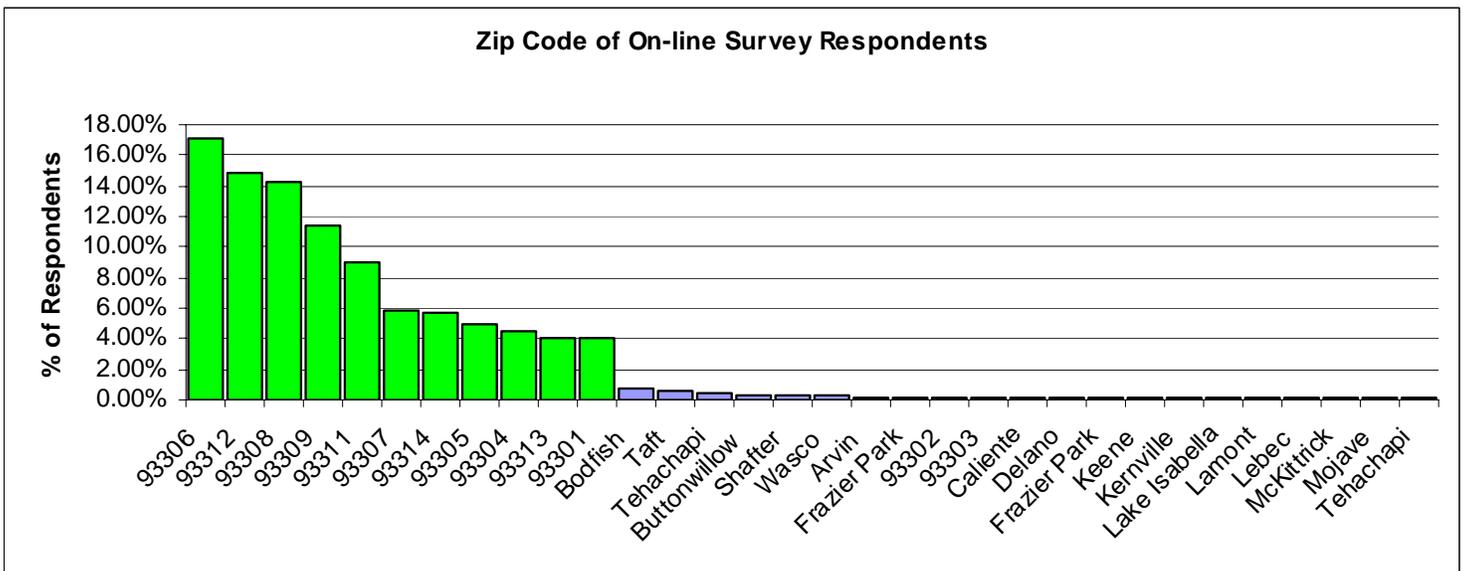
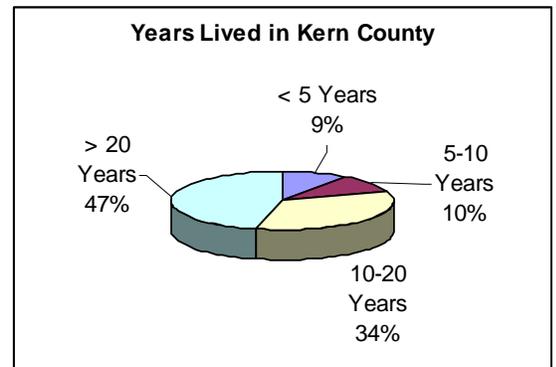
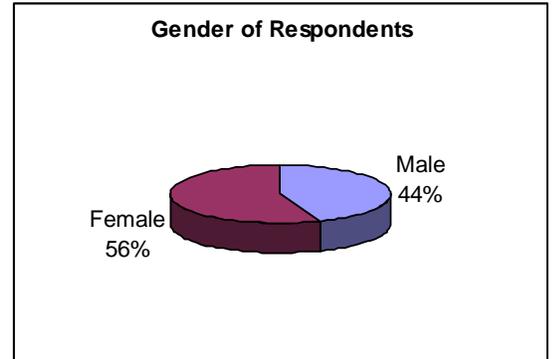
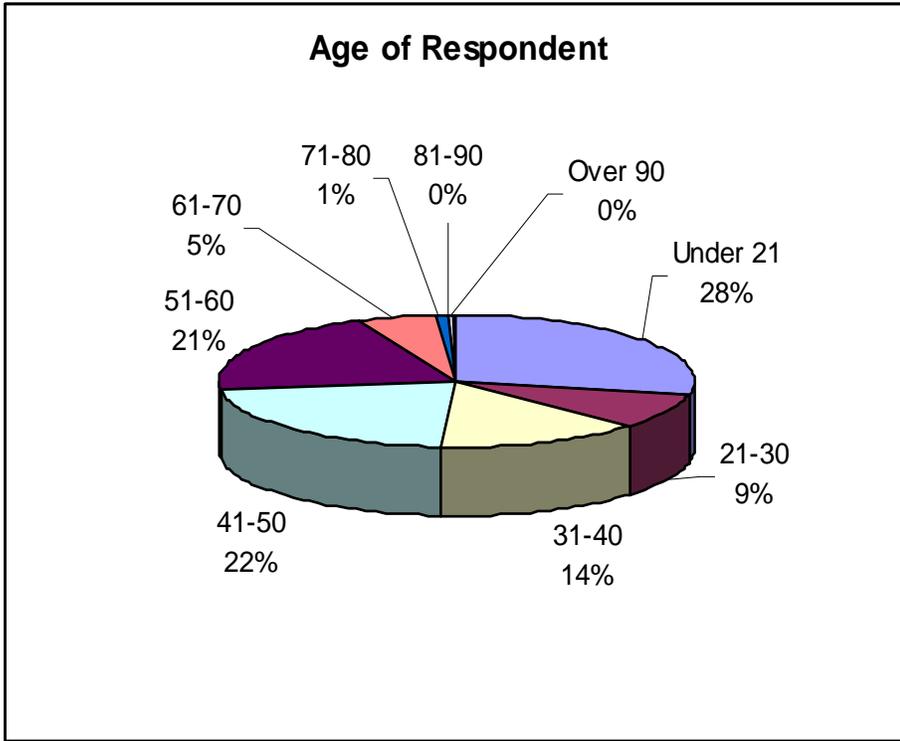
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**Vision 2020  
The First Five Years and Beyond**

**Web and Hardcopy Survey Participants**

Nine hundred of these participants participated on-line directly. The remaining surveys were entered from hard copies filled out by high school civics students and community groups, such as Rotary Clubs.



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**Vision 2020  
The First Five Years and Beyond**

**Appendix III – The Survey**

This is the survey that was administered on-line, via hard copy and facilitated at the Community Meetings.

Please tell us a little bit about you...			
Gender	Age Range	Zip Code (home)	How long you've lived in Kern
<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Under 21 years <input type="checkbox"/> 21 to 30 <input type="checkbox"/> 31 to 40 <input type="checkbox"/> 41 to 50 <input type="checkbox"/> 51 to 60 <input type="checkbox"/> 61 to 70 <input type="checkbox"/> 71 to 8 <input type="checkbox"/> 81 to 90 <input type="checkbox"/> Over 90		<input type="checkbox"/> Less than 5 years <input type="checkbox"/> 5 to 10 years <input type="checkbox"/> 10 to 20 years <input type="checkbox"/> More than 20 year

Downtown Strategies				
Please rate the following Downtown Strategies in degree of importance:	Not Important	Somewhat Important	Important	Very Important
Have development that is a mixture of a housing, retail, and commercial uses in the downtown area.				
Go forward with the Mill Creek Project that will divert water to create a river street in the downtown area.				
Create a Federal Courthouse in the downtown area.				
Have more parking downtown that is available 24 hours that is close and easy to access.				
Comments:				

Quality of Life				
Please rate the following Quality of Life Strategies in degree of importance:	Not Important	Somewhat Important	Important	Very Important
Improve the air quality.				
Increase the number of trees providing shade. Create landscaped gateways, freeways, and arterial roads. Ensure enforcement of codes.				
Reduce crime in Bakersfield through prevention.				
Create an easy to walk city to encourage pedestrians, discourage maze developments and island communities.				
Adopt universal curbside household recycling, keeping cost reasonable for residents and business owners.				
Comments:				

**Visit the Greater Bakersfield Vision 2020 website for reports on the Vision and its progress**

<http://www.bakersfieldvision2020.com/>

**Vision 2020  
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Image				
Please rate the following Image Strategies in degree of importance.	Not Important	Somewhat Important	Important	Very Important
Implement the Bakersfield Life as It Should Be campaign including businesses, agencies, and organizations' communications (i.e. newsletters, stationary, advertisement, signs etc.).				
Update the monument style Welcome to Bakersfield signs on Highway 99.				
Comments:				

Economic Development				
Please rate the following Economic Development Strategies in degree of importance.	Not Important	Somewhat Important	Important	Very Important
Align education with the needs of business so that students are prepared at all levels for success in the workplace.				
Make sure that higher education fits the needs of the economy.				
Make sure that existing groups such as Bakersfield Chamber of Commerce, Kern Economic Development Corporation, Visitors Bureau, Small Business Development Center, and Vision 2020 committees work together and are supported to develop the local economy.				
Encourage collaboration and participation by business, education, and government in the implementation of the newly adopted county-wide economic development strategy.				
Continue to expand and broaden support for new start-ups and existing businesses.				
Comments:				

Education				
Please rate the following Education Strategies in degree of importance.	Not Important	Somewhat Important	Important	Very Important
Promote the importance of quality early childhood development and school readiness so that students enter kindergarten ready to learn.				
Promote the importance of reading as the most important part of a quality education through the efforts of community groups like the Target Reading First Collaborative.				
Promote the idea that all students graduating from high school must be academically ready for a career, career training and/or post-secondary (after high school) education of their choice.				
Raise the educational expectations of students, teachers, parents, and the community.				
Comments:				

**Vision 2020  
The First Five Years and Beyond**

Community Planning				
Please rate the following Community Planning Strategies in degree of importance.	Not Important	Somewhat Important	Important	Very Important
Encourage the City and County to work together on land use and development so that growth is acceptable and desired.				
Encourage infill, discourage non-contiguous (not next to each other) development by requiring that developers provide infrastructure (i.e. roadways, water, etc.) or pay additional fees.				
Comments:				

Transportation				
Please rate the following Transportation Strategies in degree of importance.	Not Important	Somewhat Important	Important	Very Important
Create additional revenue sources to qualify for funding for local transportation money at the State and Federal level.				
Continue to pursue an east/west freeway.				
Comments:				

Youth & Family				
Please rate the following Youth & Family Strategies in degree of importance.	Not Important	Somewhat Important	Important	Very Important
Create a safe and enriching community known as a great place to raise a family with activities for all ages.				
Support affordable choices for those in need of quality child care.				
Have more opportunities for senior citizens in the community.				
Provide broad-based recreation programs in all neighborhoods of Greater Bakersfield.				
Comments:				

Health & Wellness				
Please rate the following Health & Wellness Strategies in degree of importance.	Not Important	Somewhat Important	Important	Very Important
Continue to encourage our community to decrease obesity and promote a healthy lifestyle.				
Create a major marketing campaign and healthy community programs.				
Comments:				

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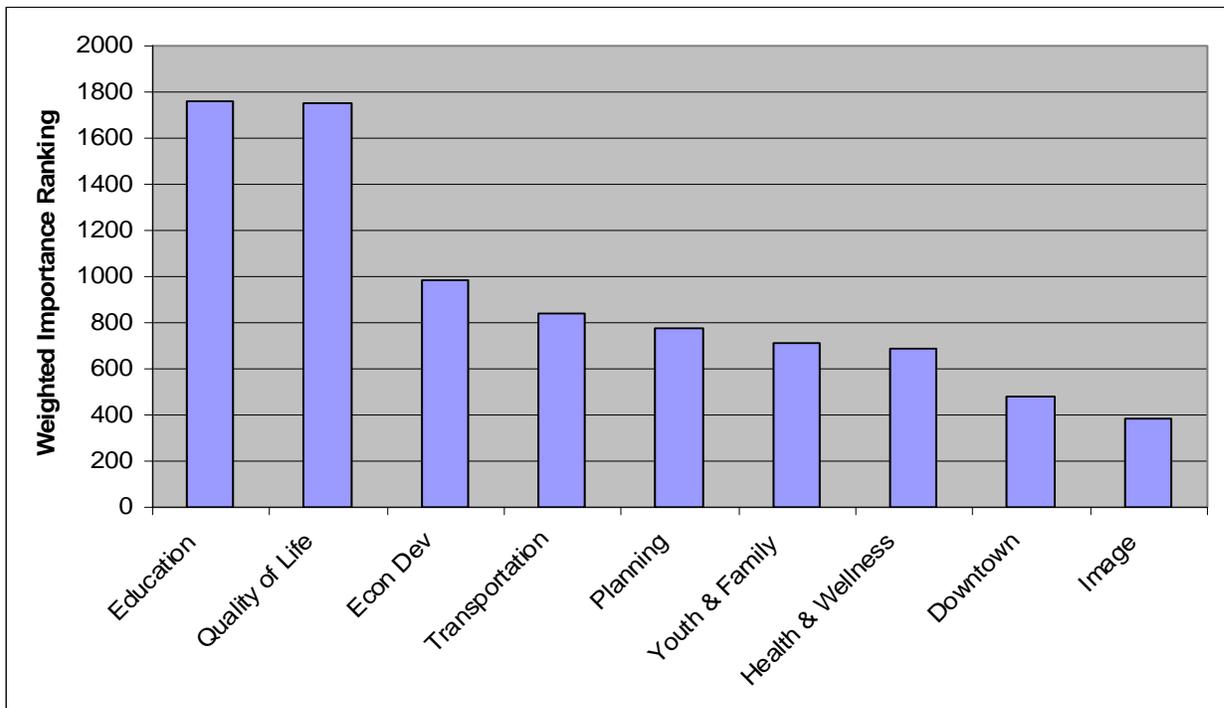
<http://www.bakersfieldvision2020.com/>

**Vision 2020  
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Last but not least... Please choose your top three areas of interest. If you have more than three, you can continue the ranking of areas in the comment section.			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
Downtown			
Quality of Life			
Image			
Economic Development			
Education			
Community Planning			
Transportation			
Youth & Family			
Health & Wellness			

### Appendix IV – Overall Ranking, Discussion of the Next Five Years’ Priorities

Overall ranking of the importance of the strategies to the participants was determined by compiling the actual number of “Very Important”, “Important” and “Somewhat Important” responses received in their overall top three focus areas. “Not Important” responses to each of the strategies were not included in this data. The following chart shows the Vision Focus Areas in rank order.



## **Vision 2020 The First Five Years and Beyond**

Two focus areas, Quality of Life and Education, were identified as the most important by the participants. These areas were ranked, overall, approximately 40% higher than the next highest ranked area. This percentage is obviously significant and a major area of concern to the survey participants. Within these two focus areas, several strategies were identified as being “important” or “very important” at a higher rate than other strategies within the same focus area.

**Education** included four strategies to rank. All of the education strategies were ranked as important or very important at least 80% of the time. Promoting the strategy that *“all high school graduates be academically ready for a career, career training or post-secondary education of their choice”* had a significant rating of 91%.

**Quality of Life** included five strategies for participants to rank. Of these strategies, *“Improve air quality”* was listed as the most important with a 94% rating. This was followed closely by the *“reduction of crime through prevention”* (93%) and *“increasing the number of trees, improving landscape and ensuring code enforcement”* (87%).

The next highest ranked focus areas, listed in descending order include **Economic Development, Transportation, Community Planning, Youth and Family, and Health and Wellness**. These rankings were compiled by adding the actual number of responses received in the somewhat important, important and very important categories. There is a 30% difference between Economic Development and Health and Wellness.

**Economic Development** included five strategies, three of which were determined to be important or very important at least 80% of the time by the participants. Those include *“ensuring higher education fits the need of the economy, the alignment of education with local business needs”*, and *“ensure existing groups such as Bakersfield Chamber of Commerce, Kern Economic Development Corporation, Visitors Bureau, Small Business Development Center, and Vision 2020 committees work together and are supported to develop the local economy”*.

Within the **Transportation** category, pursuit of an east/west freeway was listed as important or very important 83% of the time.

Both strategies within the **Community Planning** focus area were identified as important or very important at least 80% of the time.

**Youth and Family** included four strategies. The creation of a safe and enriching community known as a great place to raise a family with activities for all ages was determined to be important or very important 90% of the time. The highest ranked strategy within the Health and Wellness focus area was to *encourage our community to decrease obesity and promote a healthy lifestyle* (73%).

The two lowest ranked focus areas were **Downtown** and **Image**. These were ranked at least 70% behind the two highest focus areas, Education and Quality of Life. It is

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## **Vision 2020 The First Five Years and Beyond**

important to note Downtown and Image had more specific strategies that were more specific while other Vision Focus Areas are more goal orientated. The most important strategy within the Downtown focus area was identified as providing additional 24 hour parking downtown that is easy to access (73%). Concerning Image, 34% of the participants felt updating the monument style ‘Welcome to Bakersfield’ signs on Highway 99 as an important or very important strategy.

### **Appendix V – Summary of Methodology**

The First Quarter Review needed to incorporate the principle of the open, inclusive, and participatory process that was the hallmark of the initial Vision 2020 process. The First Quarter Review had two primary goals:

- Publicize the completed actions that have brought the Vision to life the past five years.
- Gather community input to update the Action Plan and prioritize the actions for the next five years.

In order to gather as much input from the community as possible in a short time, a multi-pronged approach was employed.

#### **A. Identifying Actions to be Prioritized**

The existing Vision Forces created reports that covered the progress made on the strategies identified in the initial Vision 2020 process. These reports were made available on the Vision 2020 website. Shorter summaries of this information were placed on the web site and distributed at First Quarter Review community meetings. From the progress reports, the First Quarter Review Team extracted two to five higher priority incomplete strategies with concurrence by the Vision Forces. These extracted strategies were presented to the community for ranking.

#### **B. Reaching Out To the Community**

Conventional media, high technology and, the most effective means of publicity – word of mouth – were all employed to publicize the First Quarter Review effort. Greater Bakersfield print, radio and television entities were very supportive of this effort. Public Service Announcements highlighting the successes of the past five years and publicizing the community meetings and on-line survey were run on both television and radio. Additionally, The Bakersfield Californian and local TV stations covered several of the community meetings, encouraging participation in future meetings. Members of the First Quarter Review team were also invited to participate interviews on TV and radio.

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Flyers to publicize the community meetings and web site were widely distributed through the Greater Bakersfield Chamber of Commerce, area service clubs, the Bakersfield Adult School and electronically through corporate and academic institutions web sites.

The youth segment was specifically sought through a presentation to the Kern High School District Vice Principals for curriculum and personal contact with several high school civics instructors.

### **C. Gathering Community Input**

Three methods were used to gather input from the community on the priorities for the next five years – an online survey, community meetings and hard copy surveys.

#### Online survey

Technology, as a means of word of mouth, proved to be the most effective method for publicizing the review. Distribution of the survey through e-mail resulted in a high level of participation. (See Appendix III for survey)

An online survey using a commercial survey vendor was prepared and posted on the Internet to rank the importance of the strategies extracted from the First Quarter Progress Reports. After participants entered basic demographic data, they were encouraged to rank each strategy with respect to how important that strategy was to them. Individuals were also able to submit comments on each strategy or point out priorities in their opinion were missing from each of the nine Vision Force areas.

Nine hundred online surveys were submitted by the public.

#### Community-wide Meetings

Community meetings were scheduled throughout Greater Bakersfield to accommodate individuals who preferred to give their input in a public forum. The meetings also enabled them to participate in an in-depth discussion on the issues with each other, public figures and team members.

Seven community meetings were held between August 16 and Oct 1, 2005. Most of the meetings were co-hosted by local elected officials. The meetings were held in the following locations:

- Northeast (Boys and Girls Club)
- Northwest (Centennial High School)
- Southwest (Bakersfield Police Westside substation)

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- Southeast (Southeast Community Center)
- Downtown (Beale Library)
- University of LaVerne (Greater Bakersfield, Hispanic, Black and North of the River Chambers of Commerce)
- General Collaborative Meeting

All the meetings were held weekday evenings with the exception of the General Collaborative Meeting, which was held on a weekday morning, and the meeting at the Beale Library, which was held on a Saturday morning. **One hundred thirty eight community members** participated in these meetings.

The meeting agenda included reviewing the first five years' results to give participants a sense of the success the community has experienced because of going through the first Vision 2020 process. Participants received copies of the Vision Force First Quarter Results summaries. Following the review, a facilitator led the participants through the same survey that was available online. The synergy and information exchanged during the meetings was valuable to the participants as well as the First Quarter Review team members. Community members were brought in to greet, facilitate, and record results.

While demographic information was requested from the participants, it was not correlated to their responses. Therefore, these responses are, of necessity, excluded from some of the data analysis. A summary of the demographic data that was received is presented in the Appendices.

Several community members expressed a desire to participate in the second five-year Vision Forces. These names were forwarded to the Vision 2020 Facilitation Team.

The top three areas of interest of those participating in the community meetings were:

- 1) Community Planning
- 2) Quality of Life
- 3) Youth and Family

### Hard copy surveys

In order to increase the availability of the survey to the community, hard copies were distributed to high school civics classes, and community groups. These surveys were manually entered into the on-line survey by the First

## **Vision 2020 The First Five Years and Beyond**

Quarter Review Team to facilitate data analysis. **Six hundred and twenty one** hard copy surveys were input.

### **D. Data Analysis and Presentation**

All of the data that was collected was used in the analysis. The data from the online survey offered additional insight due to the associated demographic information.

All of the comments from both the online survey and the community meetings have been captured and used in the recommendations to the Facilitation Team for future prioritization. (See Appendices V and VI)

## **Appendix VI - Community Meeting Comments Education**

University of LaVerne – Aug 16, 2005

- Promote science
- CSUB promotes and support academic readiness for post secondary education
- Also need to develop early childhood education programs
- Need advanced youth and senior driver's ed.

Kern Collaborative Meeting – Aug. 18, 2005

- Make sure “vocational education” is included in “education” plan
- Bring a UC campus to Bakersfield or community (physical campus)
- Math must also be a priority
- Improve quality of education: lower class size, tutoring, mentoring
- Increase number of AP courses
- Maintain attention on reading and writing thorough High School

Southeast Community Center – Sept 8, 2005

- “Not all kids will go on to be brain surgeons” – change education standards
- Vocational education needs to be included in the concept of total education

BPD West Substation – Sept 13, 2005

- Promote life long learning

Centennial High School – Sept 20, 2005

- Need to support the libraries

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## **Vision 2020 The First Five Years and Beyond**

- Need to increase the number of student to the UC and CSU systems

Boys and Girls Club – Sept 27, 2005

- General education for thinking/reading is very important
- Nursing program should have been ramped up three years ago.
- Quality of school differential creates additional car trips with people driving kids to the better schools. Need all schools to be good to encourage walking to the schools.
- Should do entrance exams for kindergarten – both scholastic and psychological. If kids are ready to enter early, let them in if they can pass the exams

Beale Library – Oct. 1, 2005

- Revive apprenticeship programs for trade and industry
- Make sure is accommodation for special ed students with respect to testing
- Focus on raising parents and community education expectations, need to include bilingual market
- Promote ESL classes to make immigrants feel more at home in the community and enable assimilation

Via e-mail

- Community –based parenting education for all young people of Bakersfield

## **Quality of Life**

University of LaVerne – Aug 16, 2005

- Need a thoughtful approach to trees and smart development
- Consider water in relation to trees and affordability (cost to maintain trees)
- Work, live and visit, important to prevent crime
- need citywide planning

Kern Collaborative Meeting – Aug. 18, 2005

- Enforce tree pruning – stop butchering trees
- More streets with trees on east side
- Concern re: 24 hr parking creating more crime
- Recycling should be free
- There were many questions about #2 – needs clarification
- When creating an easy to walk city, need to include bikes

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## **Vision 2020 The First Five Years and Beyond**

Southeast Community Center – Sept 8, 2005

- Crime reduction: specifically through intervention prevention

BPD West Substation – Sept 13, 2005

- Crime prevention can be aided through pre-school availability
- Need to leave open space between neighborhoods
- People need green in their community
- Reduce the costs to do curbside recycling – use the Fresno model
- Look at how development is affecting established communities (noise, dust, additional cars through established neighborhoods)
- Add parks to existing landmarks (e.g. Father Garces statue)

Centennial High School – Sept 20, 2005

- Need education on recycling
- Need standards for things like sidewalks
- Encourage builders to get more involved with the community i.e. Chamber
- City/County pockets – need collaboration particularly with sidewalks and landscaping
- Why do people have to pay for recycling, use proceeds to fund the program
- Improve air quality through the use of biodiesel in government vehicles rather than CNG

Boys and Girls Club – Sept 27, 2005

- Put City and county vehicles and their contractors on clean fuel
- Ban all leaf blowers
- Required new development to encourage solar photovoltaic
- Solar panel construction industry would be good for Bakersfield
- Have a property tax benefit for photovoltaic implementation
- Tree ordinances are too lax, should include home owners in the ordinance
- Commercial street addresses should be more visible
- Recycling should be more economic and pay for itself
- Air quality – need indirect source review by air district, have development contribute to cleaning the air
- Have more public hearings by the air district
- Need more trees
- Air quality – concentrate on getting the fuel cleanliness improved for diesel engines
- Air quality – look at the big stuff and quit worrying about fireplaces
- States contiguous to California need the same fuel standards as California

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## **Vision 2020 The First Five Years and Beyond**

Beale Library – Oct. 1, 2005

- Need a walkable community that discourage fast traffic through the walking areas
- Need ordinance to enforce proper pruning practices at businesses. Don't allow trees to be replaced when they start to get some height.

Via e-mail

- Implement a vision of public-accessible horse riding trails are maintained along the Kern River that doesn't require river crossings. This includes parking and staging areas for equestrians

### **Economic Development**

University of LaVerne – Aug 16, 2005

- CSUB and Div I has a direct impact on alignment wit the community
- Need more educational training (vocational)
- Life long learning needs to be valued
- Consider expansion of the University
- Need University outreach programs
- Attract/establish a private institution that will attract people through its name recognition.
- There are issues with the state building campuses.
- Encourage businesses to relocate here.

Kern Collaborative Meeting – Aug. 18, 2005

- Bringing economic opportunities to blighted areas
- Need to address problems with runaway growth
- Cost to taxpayers - V2020 process economic impact – add to plan
- Include all government agencies in economic development plan – work together to develop economy
- Wages matching cost of living

### **Community Planning and Transportation**

University of LaVerne – Aug 16, 2005

- Include intergovernmental cooperation beyond city and county, partner with other communities
- Infill development is the most difficult and problematic
- Want new development to provide infrastructure to support itself

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## **Vision 2020 The First Five Years and Beyond**

- Maintain the supply of affordable housing through incentives
- Need to address roads, highways, byways planning better
- Just make a decision on the East/West Freeway
- Coordinate traffic light timing

Kern Collaborative Meeting – Aug. 18, 2005

- Adopt current practices such as smart growth to development plan.
- Growth needs to be planned smartly.
- Include schools become involved in community planning.
- Include encouragement of public input
- Add serve systems as opposed to septic tanks
- Walkability not as important as moving people (i.e. trolley – other transportation
- County and city planning should compliment and integrate
- More affordable housing close to transportation – jobs “infill”
- Rural communities retaining their rural life styles
- County “pockets” should be more accountable (i.e. animal no. controls) than rural areas of the county
- Preserve the rural lifestyle of those who find themselves now in “rural pockets” surrounded by city.
- Proper zoning be consistent with the general – overall plan. compatibility issues i.e. apartments next to a ranch
- Housing affordability issues should be included in the vision
- New jr high in the Oildale area is needed
- Maintain rural easements for public access between river/bluffs and development
- Mass transit/public transportation needs to be addressed
- Connecting east/west Bakersfield; I5 to 99 not important
- Promote bike transportation
- Coordinate transportation planning and development
- Increase public transportation
- More collaboration between GET and KRT
- Include transportation for seniors
- Light rail?
- Linking transportation to industry
- More money spent on road improvements
- In alignment with the economic development goal of existing groups work together

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**Vision 2020**  
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**Youth and Family**

University of LaVerne – Aug 16, 2005

- need community-based parenting education for all young people of Bakersfield
- Add parenting lessons to childbirth education (e.g. Lamaze classes)
- Need broad-based programs for the entire community

Kern Collaborative Meeting – Aug. 18, 2005

- Community based parenting education – begin with young people
- Focus on teenagers
- Creating a safe and enriching environment to raise families should include outlying areas
- Eliminate all fast food and soda from all schools
- Equality for funding and quality in schools – instead of bussing – improve school quality

Southeast Community Center – Sept 8, 2005

- Community based parenting education for every young person

BPD West Substation – Sept 13, 2005

- Need sports, free golf courses

Boys and Girls Club – Sept 27, 2005

- Who pays for affordable childcare?
- Tables and BBQ's in parks aren't important, kids activities are
- Encourage people to clean up after themselves at parks via community education
- Take sodas and junk food from schools

Beale Library – Oct. 1, 2005

- Not in support of additional taxes for affordable child care – need to balance increases in taxes for working parents with the need to work to pay the taxes
- Encourage child care on-site at businesses
- Provide opportunities for seniors to help – not just receive help
- Ensure meals on wheels is fully funded
- Encourage formation of additional inter-generational tutoring (seniors and children)  
Columbus Estates has a model program
- Trash collection – make smaller cans available to seniors

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**Health and Wellness**

Kern Collaborative Meeting – Aug. 18, 2005

- Many issues can be addressed by promoting walkway and bike paths
- Educate community more about what current services are available, including cost.
- Don't duplicate existing health and wellness programs. Market those programs that are available to educate the community

Southeast Community Center – Sept 8, 2005

- We need an open quarter mile running track

BPD West Substation – Sept 13, 2005

- Concerned about money required to promote healthy living

Centennial High School – Sept 20, 2005

- Pedestrian friendly city has statistics to prove a more healthy community
- Pocket parks need some connection to neighborhoods
- How is a healthy living marketing plan funded?
- Access trust for public land for funding parks
  - Promote healthy community programs

**Downtown**

University of LaVerne – Aug 16, 2005

- Extend current parking availability
- Like the Mill Creek project
- The diversion of water of the Mill Creek is a concern
- What does the Mill Creek project cost?
- The Fed Courthouse is a good idea if located downtown
- What will be the impact of parking from the Mill Creek project
- Parking is already inadequate
- Need the following downtown: trees, cross-town freeway diversion, cultural focus, art in the streets

Kern Collaborative Meeting – Aug. 18, 2005

- Keep Federal courthouse downtown around related resources
- Homeless population

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## **Vision 2020 The First Five Years and Beyond**

- Weekend activities

Southeast Community Center – Sept 8, 2005

- Add a downtown trolley  
air quality; parking solution; connect to downtown/Old town Kern
- If revitalizing downtown is important all courts should be downtown

BPD West Substation – Sept 13, 2005

- Create judicial complex instead of just Federal Courthouse
- Need baseball stadium
- Have parking lit, safe and with trees

Centennial High School – Sept 20, 2005

- Limited access to downtown. Truxton and 24<sup>th</sup> street need bike paths to downtown
- Need a good place to park bikes downtown
- Need safe parking
- Mill Creek project should have a whitewater park or a kids park
- Need standardization of address numbers - both the size and placement
- Build an exhibition hall as an extension of the convention center
- Have more public art and culture featuring local artists
- Maintain the outdoor lighting better

Boys and Girls Club – Sept 27, 2005

- Mill Creek project needs to preserve historic buildings in the area
- Federal must go into downtown to ensure downtown isn't lost – not having it there would be the death knell for downtown
- All civic building should be located downtown.
- Businesses are leaving downtown due to the lack of parking
- Parking structure should be well designed and attractive
- Downtown trolley
- Encourage people to take public transit downtown
- Have retail on the first floor of downtown parking structures

Beale Library – Oct. 1, 2005

- Mill Creek – have parks, shops and restaurants, Lennar housing is not needed there
- Still need a baseball park downtown
- Bring additional federal agencies in besides the courthouse (e.g. immigration)
- Fed courthouse design needs to be compatible with the surrounding buildings

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**Vision 2020**  
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**Image**

University of LaVerne – Aug 16, 2005

- Wording on the new logo needs to be “should”
- Look at more than just Hwy 99 – look at other city entrances
- Likes the City of Bakersfield squiggle
- Include schools in the “life as it should be” campaign

Kern Collaborative Meeting – Aug. 18, 2005

- Awareness of the “life as it should be” campaign

Southeast Community Center – Sept 8, 2005

- Highway need to keep clean (99)
- Code enforcement along 99 (entries) (businesses)
- Promote what we have
- More newcomer friendly
- City website needs links to what happens here

Centennial High School – Sept 20, 2005

- Cost is important factor on whether it is important to do image work. Less cost to put on stationary.
- Don't need a slogan to tell people how great Bakersfield is

Boys and Girls Club – Sept 27, 2005

- Miss the Sun-Fun-Stay-Play signs

Beale Library – Oct. 1, 2005

- The city logo (squiggle) doesn't promote a good image

**Uncategorized Comment**

Centennial High School – Sept 20, 2005

- Need disaster planning and preparedness awareness

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## **Appendix VII – Web Page Comments**

The web page comments were directly exported from the web survey tool to a .pdf file. They were copied here to complete this document. The actual .pdf file (which is more readable) is available on the [www.bakersfieldvision2020.com](http://www.bakersfieldvision2020.com) website.

<http://www.bakersfieldvision2020.com/1stQuarterReport/WebPollComments/>